65

BROADCASTING

combined with

Broadcast Advertising

Published Semi-Monthly • Vol 7 No. 12

WASHINGTON, D. C.
DECEMBER 15, 1934

Canada and Foreign $4.00 the Year

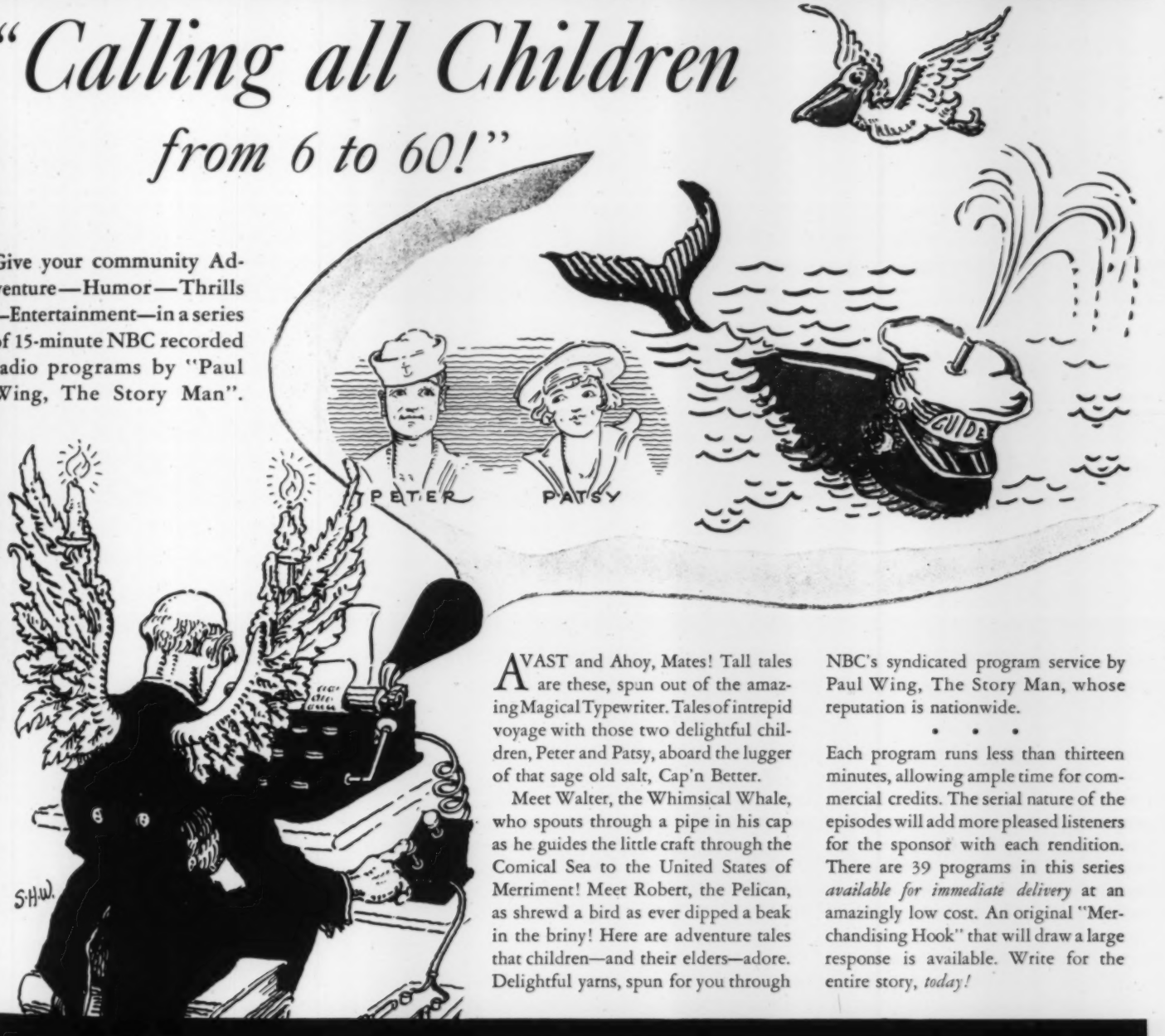
$3.00 the Year 15c the Copy

LIBRARY

NBC SYNDICATED PROGRAM SERIES . . . S. R. No. 6

"Calling all Children from 6 to 60!"

Give your community Adventure—Humor—Thrills—Entertainment—in a series of 15-minute NBC recorded radio programs by "Paul Wing, The Story Man".



AVAST and Ahoy, Mates! Tall tales are these, spun out of the amazing Magical Typewriter. Tales of intrepid voyage with those two delightful children, Peter and Patsy, aboard the lugger of that sage old salt, Cap'n Better.

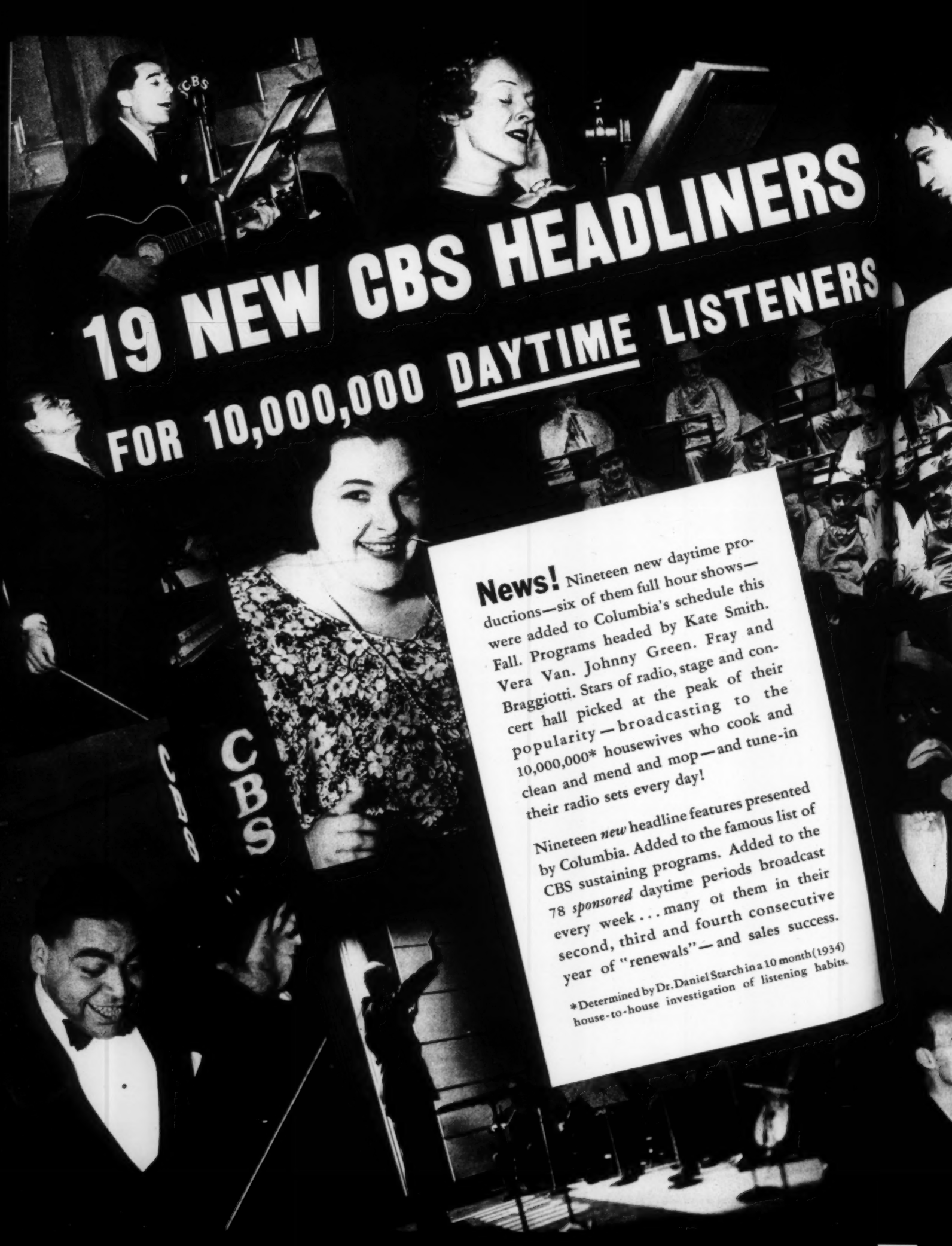
Meet Walter, the Whimsical Whale, who spouts through a pipe in his cap as he guides the little craft through the Comical Sea to the United States of Merriment! Meet Robert, the Pelican, as shrewd a bird as ever dipped a beak in the briny! Here are adventure tales that children—and their elders—adore. Delightful yarns, spun for you through NBC's syndicated program service by Paul Wing, The Story Man, whose reputation is nationwide.

• • •

Each program runs less than thirteen minutes, allowing ample time for commercial credits. The serial nature of the episodes will add more pleased listeners for the sponsor with each rendition. There are 39 programs in this series *available for immediate delivery* at an amazingly low cost. An original "Merchandising Hook" that will draw a large response is available. Write for the entire story, *today!*

NATIONAL BROADCASTING COMPANY, Inc.

A RADIO CORPORATION OF AMERICA SUBSIDIARY • NEW YORK, WASHINGTON, CHICAGO, SAN FRANCISCO


19 NEW CBS HEADLINERS
FOR 10,000,000 DAYTIME LISTENERS
CBS
CBS
News! Nineteen new daytime productions—six of them full hour shows—were added to Columbia's schedule this Fall. Programs headed by Kate Smith. Vera Van. Johnny Green. Fray and Braggiotti. Stars of radio, stage and concert hall picked at the peak of their popularity—broadcasting to the 10,000,000* housewives who cook and clean and mend and mop—and tune-in their radio sets every day!
Nineteen new headline features presented by Columbia. Added to the famous list of CBS sustaining programs. Added to the 78 sponsored daytime periods broadcast every week . . . many of them in their second, third and fourth consecutive year of "renewals"—and sales success.
*Determined by Dr. Daniel Starch in a 10 month (1934) house-to-house investigation of listening habits.

Monday

★MODERN MINSTRELS
A black face chorus of 35 sit and sing between two famous "end" men. Performed in costume before an early morning audience. 9:00–10:00 a.m.

★COBINA WRIGHT
The popular socialite sings. And introduces famous people to the afternoon audience. 3:00–4:00 p.m.

THE LITTLE HOUSE FAMILY
A typical American family learns how much fun it is to build a house. Broadcast from the studio of "The Little House." 4:00–4:15 p.m.

CHICAGO VARIETY HOUR
Chicago parades its talent over the CBS Network. 4:30–5:00 p.m.

Tuesday

★HAPPY DAYS
From WCAU, Philadelphia, a lively array of big-time talent goes on the Columbia Network. 9:00–10:00 a.m.

THE LAUGH CLINIC
Russell Pratt and Ransome Sherman, known to laugh-lovers as the "Two Doctors." With organist Eddie Dunstedter's musical cure, Al Roth's laughing trombones. 10:30–11:00 a.m.

★COLUMBIA VARIETY HOUR
The cream of CBS staff talent. Fray and Braggiotti. Johnny Green. Freddie Rich. Mark Warnow. Nick Lucas. Vera Van. Betty Barthell. Loretta Lee and others. 3:00–4:00 p.m.

AT THE LITTLE HOUSE
Well known people talk from "The Little House" on topics for housewives and home-builders. 4:00–4:15 p.m.

Wednesday

THE JOKE BOOK REVIEW
A new wrinkle in entertainment. The listeners who think they can write better jokes than the professional gag writers have their inning...with saxophones for a jury. 9:00–9:30 a.m.

BRIGHT LIGHTS
Philadelphia broadcasts its brightest entertainment. 10:30–11:00 a.m.

Wednesday (cont.)

★KATE SMITH'S MATINEE
A variety hour whose daytime success has blazed a new trail. Kate acts as impresario. Introduces guest stars and world's champions. 3:00–4:00 p.m.

Thursday

SUNNYSIDE UP
Songs, humor and morning cheer in a rollicking review. 9:00–9:45 a.m.

COUNTRY CHURCH
Human interest, songs and music, broadcast from the West, by a non-sectarian corporation established by the Rev. W. B. Hogg. 11:30–12 noon.

★ROADWAYS OF ROMANCE
Vera Van and Jerry Cooper, two of Columbia's most promising young soloists, in a serial romance, with the romantic music of many nations. Supported by Freddie Rich's Orchestra and a large cast. 3:00–4:00 p.m.

VISITING THE LITTLE HOUSE
Visits to "The Little House" by a young couple about to be married. They are shown the practical side of home-making. 4:00–4:15 p.m.

Friday

DEAR COLUMBIA
A novel show—the first of its kind started November 30. Dramatization of letters received by CBS and its artists, in the fan mail. 9:00–9:45 a.m.

PHILADELPHIA SYMPHONY
A *two hour* program of incomparable symphonic music—a new series this fall, under the baton of Leopold Stokowski. 3:00–5:00 p.m.

Saturday

CHEER UP
A bright program of laughs and musical gayety. 9:00–9:45 p.m.

BUFFALO VARIETY SHOW
The best local talent goes on the Network to rival Broadway with a sparkling variety show. 3:30–4:00 p.m.

★FULL HOUR SHOWS IN THE DAYTIME...A CBS INNOVATION

COLUMBIA BROADCASTING SYSTEM

485 MADISON AVENUE, NEW YORK • 410 NORTH MICHIGAN AVENUE, CHICAGO

KHJ is TOP station in LOS ANGELES

IF YOU BLANKET THIS "WHITE SPOT"

you've covered 80.4% of the Southern California Market.

4th Market of the Nation

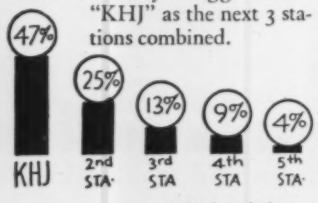
Population 2,318,526
Radio Sets 531,707

80.4% of the Radio Families of all Southern California live in 2.2% of the land area . . . in the Los Angeles Metropolitan District.

KHJ Superiority Attested in These 3 Unbiased Investigations

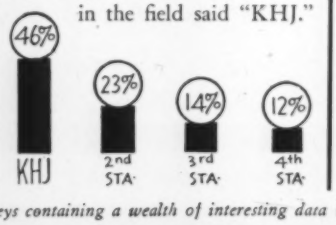
1 766 DRUGGISTS

The secretary of the Southern California Retail Druggists' Association asked his entire membership, "What radio station would you prefer to have used to merchandise drug or cosmetic items in your behalf?" As many druggists said "KHJ" as the next 3 stations combined.



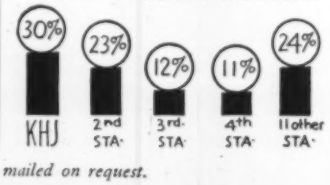
2 850 GROCERS

The managers of 850 Atlantic & Pacific, Certified and Spartan grocery stores were asked their preferences as to radio stations that would do the best selling job in Southern California. The men in the field said "KHJ."



3 64,380 Radio Listeners

The greatest mass radio survey ever attempted locally! From 6 to 9:30 P.M., every night, 7 nights a week, for 7 weeks—conducted by Radio Surveys, Inc., an "outside" organization—64,300 *completed* calls answered the question, "What radio station are you listening to now?" Here's the score!



Copies of these surveys containing a wealth of interesting data mailed on request.

ARTHUR J. KEMP, KHJ Sales Manager

DON LEE BROADCASTING SYSTEM

Affiliated with
COLUMBIA BROADCASTING SYSTEM
C. Ellsworth Wylie, General Sales Mgr., Los Angeles

Los Angeles Office, 7th and Bixel Streets
San Francisco Office, 1000 Van Ness Avenue

KFRC, San Francisco
KFBK, Sacramento
KHJ, Los Angeles
KWG, Stockton
KGB, San Diego
KMJ, Fresno
KDB, Santa Barbara
KERN, Bakersfield

(COLUMBIA NORTHWEST UNIT) KOL, Seattle KOIN, Portland KVI, Tacoma KFPY, Spokane

The DON LEE Chain

In addition to local spot broadcasting, The Don Lee Broadcasting System gives you the utmost in flexibility to match your selling problems.

●

You can buy a Northern California network: San Francisco, Sacramento, Stockton, Fresno, Bakersfield.

●

You can buy a Southern California network: Los Angeles, San Diego, Santa Barbara.

●

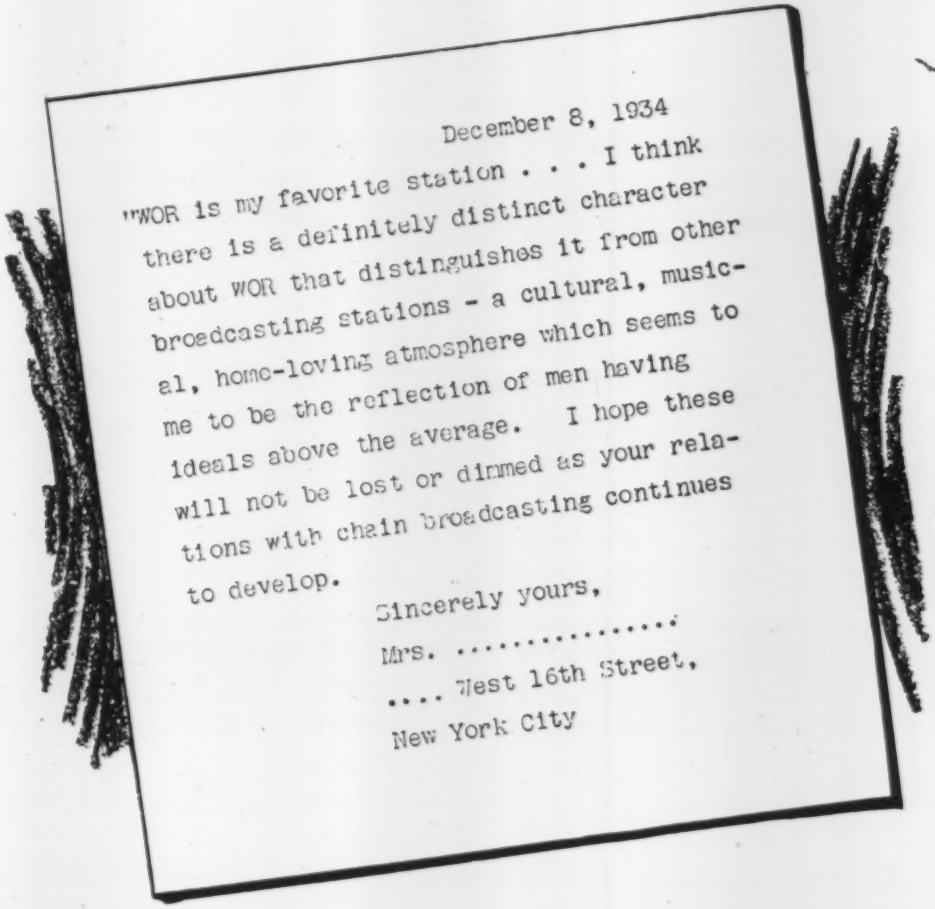
You can buy a California network by combining these two and get your message over Eight stations in the Eight major distributing areas of California.

●

Another click of the switch and you get a Pacific Coast network, by adding Portland, Seattle, Tacoma, Spokane.

Published semi-monthly by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington, D. C. Entered as second class matter March 14, 1933, at the Post Office at Washington, D. C., under act of March 3, 1879

A Listener writes in . . .



December 8, 1934

"WOR is my favorite station . . . I think there is a definitely distinct character about WOR that distinguishes it from other broadcasting stations - a cultural, musical, home-loving atmosphere which seems to me to be the reflection of men having ideals above the average. I hope these will not be lost or dimmed as your relations with chain broadcasting continues to develop.

Sincerely yours,
Mrs. .....
.... West 16th Street,
New York City

Another bit of evidence of WOR's great popularity with the woman audience of New York—a popularity which is reflected in the fact that more advertisers use more DAY time on WOR than on any other Metropolitan New York Station!

WOR

Affiliated with Stations WLW of Cincinnati, WGN of Chicago, and WXYZ of Detroit, in the MUTUAL BROADCASTING SYSTEM—the Network that answers the need of the Advertiser for High Power, Effective Coverage of America's Major Markets at Lowest Cost.

1440 BROADWAY, NEW YORK CITY

BAMBERGER BROADCASTING SERVICE, INC., NEWARK, N. J.

XUM

Now · · There is a way to Judge this New Network

New case history now gives Advertisers proof that ABS Stations can sell goods . . .

Send for copy and new rate card today

Greater Frequency Discounts; Low Rates Now Make ABS Network Available at About Half Usual Cost of Basic Coverage

Scientific advertisers and agency men are naturally skeptics. Yours is a gospel of *facts*, not opinions. Let's look at this new network, then, with cold eyes. Let's judge it by the facts that are already available.

Based on his experience in buying several million dollars worth of radio time, one advertising man says: "The success of a broadcasting network is limited only by the results that its individual stations, with the help of network programs, can produce for its advertisers."

As shown inside the new case history, called "ABS Presents 19 Success Stories" (send for your copy today), it is enlightening to note that, *without the aid of any network programs*, the 19 individual stations composing the American Broadcasting System have operated successfully for an average of ten years . . . have produced amazing results in sales and profits for shrewd local and national advertisers.

In our opinion, it is reasonable to believe that this proven local success can quickly be transmitted to ABS network advertisers. Especially since ABS is now feeding a 16-hour daily program service to the network from New York talent centers . . . giving the stations even greater public acceptance.

The True Meaning of "Coverage"

In short, the stations themselves have demonstrated that they adequately cover 19 basic, thickly-populated markets where there are over 600,000 families who have incomes of $5,000 and over. And—who provide over 50 percent of the entire retail sales volume of the United States. That's real coverage!

Equally important—the American Broadcasting System gives this important coverage at the lowest rate per listener available today . . . about half the cost of the usual basic network. There is no charge for coverage beyond actual trading centers. There is no waste; hence you get more economical, more efficient coverage in 19 cities extending from St. Louis to Boston.

Remember, too—"the play's the thing." As alert theatrical commentators put it: "What's the circulation of a *bad* program on a 50,000-watt station?" (With thanks to Variety.) And we rest our case on the obvious conclusion that a *good* program on a well-received, small station may have a larger circulation than a poor program on a big station.

New Rates and Discounts Effective Jan. 1st

The folder "ABS Presents 19 Success Stories" also contains Rate Card No. 2, which will be effective on January 1, 1935. (Or see January, 1935 edition of Standard Rate & Data.) New, low rates established for important markets; greater discounts for frequent and year-round advertisers now make ABS a better buy than ever!

Add your program, or one of ours, to these two elements of success—concentrated coverage and correct rates—and, we believe, an advertiser has a hard-hitting formula for selling merchandise.

American Broadcasting System's Key Station—WMCA, New York—also announces new Rate Card effective January 1, 1935. If you haven't received a copy, send today. See how cheaply you can "crash" America's richest market with this popular station!

AMERICAN BROADCASTING SYSTEM, INC.

1697 Broadway . New York City

230 N. Michigan Ave. Chicago

3300 Union Guardian Bldg. Detroit

BROADCASTING
and
Broadcast Advertising

Vol. 7 No. 12 WASHINGTON, D. C., DECEMBER 15, 1934 $3.00 A YEAR—15c A COPY

Changes Looming In Membership of FCC

By SOL TAISHOFF

Status of Anning S. Prall, Slated for Appointment, and Hampson Gary, One-Year Member, Uncertain at Present

POSSIBILITY of at least one change in the personnel of the Federal Communications Commission, notably on the Broadcast Division, looms large with the approach of the new Congress, which will be called upon early in the session to consider confirmation of the seven members of that agency.

Slated for the post of chairman of the broadcast division is Rep. Anning S. Prall of New York, House Democratic stalwart for a dozen years, who did not run for reelection. Mr. Prall, named last February to the old Federal Radio Commission and ineligible to serve on the new FCC until January due to a constitutional inhibition, has a definite commitment from the administration for a post on the FCC on Jan. 3, when he becomes eligible.

Mr. Gary's Status

HAMPSON GARY, Texas Democrat and chairman of the Broadcast Division, named last July for a one-year term in the nature of an interim appointment, ordinarily would relinquish his Commission appointment upon assumption of that office by Mr. Prall. The report is current, however, that Mr. Prall may be named to another high post in Washington, several of which are open, and that Mr. Gary will be given the appointment on a permanent basis. He has been carrying the burden in the so-called "25 per cent" educators' hearings, which ran from Oct. 1 to Nov. 12. The FCC must report to Congress by Feb. 1, giving its recommendations on proposals that a portion of the broadcasting facilities be allocated for non-profit use.

At the White House BROADCASTING learned Dec. 8 that "reports" of a possible new appointment for Rep. Prall had been heard but that there was nothing official regarding it. Postmaster General Farley, in charge of patronage for the administration, asserted at the same time that this was a matter to be taken up with the President.

Mr. Prall, now confined to his home in Staten Island, N. Y., recovering from injuries sustained in an automobile accident last August with his close personal friend, Senator Wagner (D.) of New York, made known Dec. 8 that he planned to be in Washington late in December to close his office in the House Office Building and to make preparations for taking over the FCC post. His fractured leg, it was stated, is almost mended. During his convalesence, he has been making a study of radio, to be prepared for the FCC portfolio.

Before the Senate

IN OFFICIAL CIRCLES, it is assumed that President Roosevelt will submit to the Senate for confirmation, when it convenes Jan. 3, the names of the six other commissioners. While sporadic reports of opposition to certain of these appointments have been received, there are no signs at this writing of any concerted efforts to block confirmation. Major criticism has been heard from Western senators who deplore the absence of a single member of the FCC who hails from the Western states, while the South and Southwest have four appointments, and Ohio, Rhode Island and New York, one each.

Disquieting reports that Senator Bilbo (D.) of Mississippi, would loose an anti-confirmation barrage against Chairman E. O. Sykes, also a native Mississippian who belonged to the anti-Bilbo political school, also have been heard. From generally reliable sources, however, it is stated that Senator-elect Bilbo will not essay to block confirmation on grounds of personal preference. Consequently, it is concluded that there will be no strong opposition. Senator Bilbo also is known to be opposed politically to Paul D. P. Spearman, FCC general counsel, but since this appointment is not subject to Senatorial confirmation, chances for any serious consequences are remote.

Judge Sykes' Case

IN THE CASE of Judge Sykes, who stands high in administration favor, it is known that almost since the change in administration thought has been given to a desirable Federal judgeship for him. A former chief justice of the Mississippi Supreme Court, he is eminently qualified for such a post, but he also is the balance-wheel of the three-division FCC and a member of each division. The administration is inclined to look to him on all matters affecting communications.

It is an even chance that if a vacancy occurs in the United States Court of Appeals for the District of Columbia, a five-man court to which appeals may be taken from the FCC, Judge Sykes will be seriously considered. His own personal views might be the deciding factor. Three members of that bench are eligible for retirement, and it is possible that one of them may elect to retire shortly. Appointments to this bench, as in the case of other Federal judgeships, are for life.

MR. PRALL

Should such an appointment eventuate for Judge Sykes, it would change the entire personnel situation on the FCC. If Rep. Prall were given the post pledged to him on that agency, rather than another assignment in public life, it would mean that Mr. Gary could be provided for without any other personnel shifts. Mr. Prall, it seems rather definite, will become chairman of the Broadcast Division upon assignment to the FCC. Mr. Gary, whose primary interest is in broadcasting, would be in line for chairmanship of the entire Commission.

Sen. Dill Mentioned

STILL ANOTHER report, which must be regarded in the conjectural realm, places Senator C. C. Dill (D.) of Washington, and co-author of the new FCC Act which created the FCC, as a possibility for the chairmanship, should Judge Sykes be given a judgeship. Senator Dill's term expires when the new Congress convenes. He has repeatedly denied that he would accept a position on the FCC, on the ground that his purpose in declining to run again was to return to private life.

Senator Dill has considered invading the radio news field and talked about establishment of a radio-press association. Thus far, however, nothing has come of these plans. An attorney, he might return to private practice. It is not inconceivable that if his other plans fail to develop he might accept a call to the FCC.

Other Members

APPOINTMENTS to the FCC are staggered from one to seven years, subject to Senate confirmation. New appointments, however, under the law, will be for full seven-year terms, so that one commission will expire each year. Judge Sykes has the seven-year appointment while Thad H. Brown, Republican vice chairman of the Broadcast Division, has the six-year portfolio. The third member of this division—Chairman Gary—has the one-year appointment, which he will relinquish as soon as Congress convenes unless the President revises the slate.

Paul A. Walker, of Oklahoma, is the Democratic chairman of the Telephone Division and has the five-year appointment. Former Gov. Norman S. Case of Rhode Island, is the Republican vice chairman of the same division and has the four-year term. The three-year term is held by a Texas Democrat, Dr. Irvin Stewart, who sits as chairman of the Telegraph Division, and the two-year term by George Henry Payne, New York Progressive Republican and man of letters.

There have been mild intimations of oratory on the floor of the Senate when the question of confirmation is considered. Senator Wheeler (D.) of Montana, who is slated for the chairmanship of the important Senate Interstate Commerce Committee, succeeding Senator Dill, has expressed displeasure over the absence of a Western member on the FCC. Senator Couzens (R.), of Michigan, also has made known that he dislikes the appointment of Commissioner Brown. Two years

(*Continued on page* 47)

XUM

New Federal Offensive Planned To Force Through Tugwell Bill

Secretary Wallace Lashes Opponents of Plan; Describes Their Fear as Groundless

Mr. Campbell

SUPPLEMENTING statements made recently by both Senator Copeland (D.), of New York, and Dr. Rexford G. Tugwell, Under-Secretary of Agriculture that they will sponsor new legislation at the next Congress for regulation of the manufacture, sale and advertising of foods, drugs and cosmetics, Secretary of Agriculture Wallace and W. G. Campbell, chief of the Food & Drug Administration of the Department, declared in their annual reports made public this month that plans are in readiness for a new offensive for such legislation. They were proponents of the original Tugwell bill, which died at the last session, and are credited with having been instrumental in its drafting.

In serving notice in his annual report, made public Dec. 12, that the Department again will request introduction of an "adequate food and drugs" bill, Secretary Wallace assailed groups which he declared blocked passage of the measure at the last session. The opposition, he explained, came not only from interests not too scrupulous of the public welfare, but from reputable manufacturers and even from some consumers "whom misrepresentation of the bill had misled."

Attacks Critics

SECRETARY WALLACE described as "groundless" the opposition of advertising groups which contended the measure would have doomed advertising. "This charge," he declared, "involves the ridiculous assumption that American business depends on dishonesty. Still another misrepresentation was that the bill would have allowed only factual advertising. The Supreme Court has definitely recognized 'trade puffing' as legitimate.

"False advertising should not be continued without restraint. In proportion as buying power goes for harmful things consumers have less to spend for things that are worth while and honest advertising is less effective. Honest industry should welcome an advertising standard to which its practice may profitably conform. Advertisers can tell the truth and still do business profitably."

Secretary Wallace stated further that opponeents of the measure alleged that it conferred "czaristic power" upon the Secretary of Agriculture. This, he explained, had mainly to do with provisions authorizing control of food and drugs traffic through licensing, where the public health could not be protected otherwise. Pending reintroduction of the new measure, he said the Department "will continue to urge the wisdom and necessity of its provisions."

In his report submitted to Secretary of Agriculture Wallace, Mr. Campbell also attacked proprietary manufacturers and "sections of the advertising profession" for the part they played in blocking the legislation at the last session. During the last Congress, a half-dozen attempts were made to pass a restrictive food, drug and cosmetics law, but without success in either house, following a united attack by manufacturers, trade associations advertising agencies and other industrial groups.

Trade Opposition

THE BROADCASTING industry, through the NAB, opposed the legislation on the ground that it would seriously cripple or even destroy a number of basic industries. Approximately one-third of the income of the broadcasting industry is derived from the commodity groups which would be affected by the proposed legislation. This amounts to between $25,000,000 and $30,000,000 a year in time sales.

Asserting that "trade opposition," together with the legislative jam on emergency matters at the last session, combined to defeat the proposed law, Mr. Campbell promised that the situation would be different at the forthcoming session. The Food & Drug Administration, he indicated, will withhold submission of its draft of a new bill until Senator Copeland has submitted his own proposal. Last month, the Senator announced that he was working with New York public health authorities in the drafting of a revised measure.

Only a Beginning

"THE FIGHT for effective food and drug legislation is not ended," Mr. Campbell stated in his report. "The months of effort already expended have not been wasted. Constructive suggestions have been developed in the course of the hearings which will undoubtedly improve the chances for enactment at the next session of Congress.

"Most important, however, is the aroused public interest in the purity of the food and drug supply, a concern which has long been dormant. This interest, once aroused, will grow into a united demand for effective legislation which cannot be gainsaid."

Pacific Advertisers

D. R. MINSHALL, president of the Pacific Advertising Clubs Association, has called a mid-winter conference for Jan. 21, to be held in the Palace Hotel, San Francisco, for the purpose of discussing plans for the thirty-second annual convention of the association. The convention will be held in San Diego, June 23-27. Al E. Flowers, first president, San Diego Advertising Club, is general chairman for the conclave.

PART of the program of the International Radio Club's convention in Miami, Fla., Jan. 7-9, is to take place at WIOD when the station's new studios are dedicated.

Opening of Congress

BOTH NBC and CBS are laying plans to broadcast the opening session of the 74th Congress, which assembles Jan. 3. Also contemplated are broadcasts of the joint session Jan. 4 when both houses will receive the message from President Roosevelt. Interviews and other features are planned to augment the regular procedure.

Group of Broadcasters In Corn Belt Organized For Mutual Promotion

ORGANIZATION of the Corn Belt Broadcasters Association was effected at a meeting of radio stations, held in Rockford, Ill., Dec. 2 and attended by more than 40 representatives of stations in Wisconsin, Illinois, Indiana and Iowa. The organization is directed toward a cooperative effort in acquainting national advertisers and agencies with the Corn Belt area.

Lloyd C. Thomas, president and general manager of WROK, Rockford, Ill., was elected president; Sumner Quarton, KWCR, Cedar Rapids, Iowa, vice president; Edgar Bill, WMBD, Peoria, Ill., secretary-treasurer. On the board of directors are L. G. Pefferle, WCBF, Springfield, Ill.; R. R. Baker, WTRC, Elkhart, Ind.; S. H. Bliss, WCLO, Janesville, Wis.

Among speakers at the meeting were J. Clyde Marquis, of the U. S. Bureau of Agricultural Economics, and E. A. Fellers, advertising manager of the Mantel Lamp Co., Chicago.

The idea of the organization is to have a central clearing house and representatives in Chicago to handle business individually and collectively for station members, and clear program ideas through station bulletins on an exchange basis.

Greater Daytime Power Given Several Stations

DAYLIGHT increases in power to 5,000 watts, under the recently revised regional channel power regulations, were granted three stations by the Broadcast Division of the FCC on Dec. 11, supplementing four previous grants. On Dec. 4, KSD, St. Louis, was authorized to increase its power from 500 watts night and 2,500 day, to 1,000 night and 5,000 day, while on the same date, WDRC, Hartford, WDAY, Fargo, and KIDO, Boise were authorized to boost their day power from 1,000 to 2,500 watts.

In its decisions Dec. 11, the FCC authorized WFBL, Syracuse, WFLA-WSUN, Clearwater, and KTSA, San Antonio, to increase their day power from 2,500 to 5,000 watts. Simultaneously, KGDM, Stockton, Cal., and WSUI, Iowa City, Ia., were given daylight increases from 500 to 1,000 watts, and increases in daylight power from 100 to 250 watts were given WKBO, Harrisburg, Pa.; WMBF, Binghamton, N. Y.; WKBZ, Muskegon, Mich.; WIBU, Poynette, Wis.; KRE, Berkeley, Cal., and WKBB, East Dubuque, Ill.

Trade Summarized By Census Bureau

Retail Decline of 49% Shown Over Period of Four Years

RETAIL business in the United States in 1933 amounted to $25,037,225,000, a decline of 49%, and wholesale trade totaled $32,030,504,000, a decline of 53.6%, according to final summaries of retail and wholesale trade just issued by the Census Bureau, U. S. Department of Commerce. (See wholesale trade map on page 38.)

In the quadrennial analysis of trade, the Bureau has compiled detailed figures covering every State, information vital to broadcasters. Copies of reports covering individual states, or the entire United States, may be obtained from the Bureau's headquarters in the U. S. Department of Commerce building, Washington, D. C.

In the retail census, the Bureau found that the number of stores was practically unchanged in the four-year interval, despite the decline of almost one-half in sales. Further, it learned that while food sales declined 36.4% in value, the actual quantity of food consumed was unchanged.

Gain in New England

TWENTY-SIX States improved or held their 1929 ratios. The New England States, according to the census, increased in relative importance to the total for the country, as did the nine South Atlantic States. Again New York ranked first in sales volume, followed by Pennsylvania, Illinois, California and Ohio, respectively. Michigan, which was ninth in 1929, rose to sixth place, replacing Massachusetts, which is seventh. New Jersey declined from seventh to ninth place, while Texas again is eighth.

Prominent in the census revelations is the filling station business, which showed a decline of only 14%, having a 1933 sales volume of $1,531,724,000. In the food group, the value of sales slipped 27% in the four years. Drug stores, unchanged in number, showed a falling off in sales amounting to 37%, based on a 1933 volume of $1,066,252,000.

What Is Shown

PRESENTED in the retail data are tables showing the number of stores and amount of sales, by 40 kinds of business and by States, for 1933 and 1929; employment and payrolls by States and type of business; number of stores, amount of sales, number of proprietors, full-time employes, full-time and part-time payrolls by kinds of business and by States, for 1933, and full-time and part-time monthly employment by kinds of business, for 1933.

In the wholesale compilation, tables are presented showing wholesale trade in 1933 and 1929 by type of establishment; wholesale trade by type of establishments and kind of business; monthly employment by kind of business.

AFTER eliminating radio program listings for several years, the three newspapers of Salt Lake City reinstated them, starting Nov. 25, according to word from KDYL.

The Spoken Word Solves a Sales Problem

By MAC HARLAN
Advertising Director, Household Finance Corp., Chicago

Through Both Network and Local Accounts, a Small Loan Concern Overcomes Delicate Advertising Enigma

MR. HARLAN

CONFRONTED with the problem of telling the public about small loans, yet without seeming to encourage mere borrowing, Household Finance Corporation found in radio the medium it needed to spread its message. By helping people balance their budgets, the company, through its program, actually is making them better customers. Here is the way it was done, told by one who knows the background.

BESET BY ONE of the most difficult advertising problems in the whole history of advertising, the Household Finance Corporation in 1930 began a systematic analysis of the psychological characteristics of radio advertising in the hope of finding some assistance in the solution of its difficulties. The result, analyzed four years later, reveals an interesting demonstration of a peculiar characteristic of radio broadcasting, namely, that the spoken word may sometimes give an impression which no other form of communication can give.

Household Finance Corporation, with its subsidiaries, is in the business of making cash loans to families in the amounts of $30 to $300. No security such as stocks, bonds or real estate is required. The only signatures are those of husband and wife. The loans are made for a period of from one to 20 months. The borrower repays a small amount of the principal, plus charges, each month.

A Delicate Task

THE DIFFICULTY Household faced was the task of informing people that such loans were available without seeming to encourage the mere borrowing of money. Although operating under definite state small-loan laws and conducting its business strictly upon the ethical plane laid some years ago by the Russell Sage Foundation, Household found critics charging that its printed advertising was encouraging people to get themselves into debt.

As a matter of fact, the corporation offers its series principally to families who need loans for a definitely constructive purpose such as paying off a group of accumulated debts or to meet sudden financial emergencies (such as hospital and medical bills) or to take advantage of some opportunity which means a very definite improvement in the family's standard of living. While the public welfare officials in all parts of the country were fully aware of Household's high standards in this respect, the public still clung to primitive notions about money lenders.

This problem in psychology was attacked as such a problem should be. In scanning the horizons for media best calculated to overcome the public's antipathy to money lending (although Household served 300,000 families annually in its 167 offices in 112 leading cities) Household's eye, or rather, ear, fell upon radio. The company's experience in explaining its function orally to skeptical people proved it was almost always able to remove doubts as to Household's good intentions and the propriety of loaning money to families.

Accordingly a 30-minute radio program, called "Household Celebrities" was inaugurated on the NBC Blue network in January, 1931. For the ensuing year once a week, against a classical orchestra background, such names as Percy Grainger, John McCormack and other first rank musical stars were linked in the public mind with the name of Household Finance Corporation and subsidiaries.

Commercial copy was limited to a generalized explanation of Household's function. It was felt that if the leaders in society and business were attracted by the type of program offered and were properly informed of Household's business, it would start the process of percolation which would result finally in the acceptance by the masses of this method of providing cash credit to families for constructive purposes.

Although this type of program occurred nearly four years ago, its fruits have been demonstrated in the past few months with irrefutable evidence.

Results of Survey

REPRESENTATIVES of the corporation in interviewing heads of businesses in the many cities where it has branch offices, found that an average of 70 per cent of these commercial and industrial leaders had first learned of the Household loan plan through radio. Their opinions of the corporation and its function were generally favorable. In one town of 300,000 population, it was found that 100 per cent of those interviewed had learned of the corporation through these programs and nearly all stated that they held the corporation and its function in high esteem.

The ensuing year, 1932, the radio program was expanded in its scope as far as entertainment was concerned and light opera and more familiar music were offered. A definite response from families in medium and upper income brackets was experienced.

Having now determined that it was on the right track, Household engaged the services of Edgar A. Guest. During the past two years, those who have listened to the homely philosophy and the warm human sentiments of the "Poet of the People" have also heard the brief, simple story of the Household loan plan, with the result that many thousands have applied it to their financial needs.

Domestic Research

IN ADDITION to the presentation of its service—cash loans to families—Household during the past year has set aside a portion of each program for the advancement of the interesting scientific findings of its research department in the direction of greater domestic economy.

Headed by Burr Blackburn, the research department has examined every possible factor in a family's financial operation which would tend to influence the amount of good that family would get out of each dollar spent for living. It began with a study of all forms of family budget systems, which culminated in issuing a notable method of controlling family finances called "Money Management for Households."

Magazine editors, members of government bureaus, college professors, extension workers and librarians were unanimous in their praise of the practicality of such a method and were generous in their praise of Household for making it available to so many families at no cost.

"Better Buymanship"

FOLLOWING UP this initial success the research department began to delve into the purchasing habits of families and found a tremendous lack of knowledge on the part of the housewife as to what she was getting for her money—in foodstuffs, clothes and household furnishings. This research developed into the current consumer service called "Better Buymanship."

This service is now being chiefly advanced by talks offered by Mr. Blackburn on the Household Hour of Musical Memories each Tuesday night. In these talks he describes the current publication of his department devoted to some specific commodity which the family purchases.

There have been bulletins on canned goods, shoes and hose, silks and rayons, meat, furs, floor coverings, kitchen utensils and woolens. To date these bulletins are being used as reference data in the libraries of leading women's magazines, as textbooks in leading universities and as reference guides in many types of buying and selling institutions.

Replying to Critics

THE STRIKING thing about the entire program is that to the casual observer it contains not a trace of commercialism. But Household is very frank in its explanation of this enterprise.

In the words of Burr Blackburn: "The business of loaning money can be conducted only in a community of families that are healthy, happy and who suffer under no privation or want. We realize that there are times when even the best regulated of families need money in an emergency and we are there for the purpose of supplying it. But we cannot loan money to families who do not have the stability which we count on for security, or who do not have the earning power to pay the loan back.

"Therefore, contrary to the superficial conclusion that we are destroying the market for our product by helping people balance their budgets, we are actually making them better customers. And without question, we are introducing for the first time in many cases an order, a soundness and a wholesomeness into the financial operation of thousands of families who otherwise might continue the rest of their days living from hand to mouth in a very real kind of misery."

Acting upon its original surmise—that it could talk to people about its business as one friend talks to another and could establish a conviction obtainable in no other way—Household Finance Corporation has found in radio the medium it sought to accomplish its purpose and the records show it has accomplished it well. In addition to the current Household Musical Memories program on the NBC Blue network on Tuesday evenings, Household makes use of local programs in many cities to reach territories not adequately covered by the network program, or for increasing the number of its sales messages where desired.

XUM

Advertising on Upward Trend; 15% Gain for Year Is Foreseen

Biggest Improvement Occurs in Network Volume; Spot and Local Income Gains Steadily

BROADCAST ADVERTISING in October definitely emerged from the seasonal decline which has prevailed since last spring, it was indicated by the trade statistics compiled for the NAB by Dr. Herman Hettinger and made public Dec. 12.

October time sales to broadcast advertisers amounted to $7,377,084, and slightly exceeded the level of last March. Total broadcast advertising during the month was 39.3 per cent above September and 28.5 per cent greater than in October, 1933.

National network volume continued to play a leading part in the upward trend in the broadcasting field. October network revenues amounted to $4,527,002, an increase of 39.5 per cent over the same period of last year. Revenues during the month also exceeded those of March, 1932, the previous peak for network broadcasting by 5.5 per cent.

Spot Volume Up

NATIONAL SPOT and local broadcast advertising, though showing a fairly steady increase, have progressed more slowly. October national spot volume was but 17.3 per cent above the same period of last year, while local broadcast advertising showed an increase of 7 per cent.

The local increase over October 1933, though small, is all the more encouraging in that this constitutes the first month in which the current volume has exceeded that of last year. Local broadcast advertising in July was 20.4 per cent less than in 1933, 13.9 per cent less in August, and only in September did it rise to a level comparable to the preceding year.

If the present trend is maintained for the remainder of the year, which is highly probable, broadcast advertising volume during 1934 should exceed that of the preceding year by approximately 15 per cent. This would mean a volume of about $65,000,000 in all, and would still be somewhat below the previous peak period of the industry.

Compared with the 28.5 per cent increase in radio broadcast advertising as against October of last year, national magazine advertising showed a rise of 12.5 per cent and newspaper volume of 2.7 per cent. National farm paper advertising remained relatively unchanged. The trend in all media, however, has been a gradual upward one in recent months.

One of the most interesting trends in recent months has been the rise in national spot live talent volume. Broadcast advertising in the national spot field employing live talent programs was 61.1 per cent greater in October than during the same month of the preceding year. In September national spot advertising of this type was 37.4 per cent greater than in the same month of 1933, in August 46.6 per cent greater and in July 70.7 per cent greater. Though the reasons for this trend can be determined only by a more thorough analysis than is possible from available data, this trend is one which should be watched by all who are interested in the national spot field.

In October 50 per cent of national spot food advertising, 60 per cent of the automotive advertising, 30 per cent of the cosmetic advertising of this type and 50 per cent of financial volume was found in the live talent category. Whether this volume arises from increased wholesale or local manufacturer sponsorship, from more intense spotting by national sponsors or from some other cause is difficult to say. A similar trend is beginning to evidence itself in the local field where live talent programs accounted for 33.9 per cent greater advertising volume during October than in the same month of 1933.

Electrical transcription volume has remained comparatively unchanged. Local announcement volume is about equal to the same period of last year, while national spot announcement volume declined 17.2 per cent.

Automotive Trends

A NUMBER of interesting changes have occurred as compared with October 1933, as far as the sponsorship of radio advertising is concerned. National network automotive advertising has practically doubled, while national spot and local advertising in this field have decreased 45.4 per cent and 36.4 per cent, respectively. Local gasoline and accessory advertising has increased 33.3 per cent over the same month of last year. National network and national spot drug advertising each increased more than 60 per cent, while local advertising of this type has decreased by one-fifth.

Marked increases also have occurred in the network and local cosmetic advertising. This seems to be due to localized manufacturers and is a trend to be watched with interest.

Network and national spot food advertising increased by approximately one-quarter as compared with October, 1933. Other important increases included local clothing 31.5 per cent; national spot beverage advertising 68.8 per cent and local beverage advertising practically doubled; network household equipment advertising doubled; network tobacco advertising more than doubled and national spot volume quadrupled; a general increase in radio set advertising.

Gains in Retail Field

DEPARTMENT STORE advertising was 19.1 per cent greater than in October, 1933, and 10.0 per cent higher than in the previous month of this year. Total retail advertising was 10.0 per cent higher than during the same month of the preceding year.

Principal gains in the retail field occurred with regard to advertising by gasoline stations and accessory stores, clothing and apparel stores, drug stores, beauty parlors, electrical appliance stores, furniture stores, hardware stores and radio retailers. The only declines of importance were in the automotive retail and restaurant fields.

Total Broadcast Advertising Volume (1934 gross receipts)

	September	*October*	*Cumulative Jan. - Oct.*
National networks	$2,560,657	$4,527,002	$33,830,105
Regional networks	57,948	95,960	546,796
National spot business	718,903	1,251,014	11,009,653
Local broadcast advertising	1,175,715	1,503,104	13,092,452
Total	$4,576,223	$7,377,084	$58,479,006

FISHING FOR FALLS—When the Carborundum Co., Niagara Falls, N. Y. (abrasives) brings the thundering roar of Niagara Falls into the nation's loudspeakers on its 10-10:30 program Saturday nights over a CBS network, the sound is genuine. Here's how CBS engineers capture the roaring of the falls, with the aid of a microphone on a long pole.

Net Opening Deferred

STARTING date of Affiliated Radio Networks, Inc., a regional chain said to comprise some 16 stations and to be keyed from WCFL, Chicago Federation of Labor station, has again been postponed until about Jan. 1, according to word received Dec. 5 from a station which plans to join the group. The opening has been scheduled for Dec. 3. Simultaneously, it was reported that Jerry Akers, formerly of WRBX, Roanoke, Va., who recently became general sales manager of the organization, had resigned.

ONLY subscribers will receive the 1935 YEARBOOK. Subscribe now, $3 a year.

Good November Income Points Network Receipts Toward All-time Record

INCOME from time sales will set a new high mark for both networks during 1934. It has been apparent for some time that Columbia would pass its 1932 record and now NBC, with a November income higher than that for any previous November, also is certain to achieve a new record.

Though both chains report more income during the last month than during any previous November, neither was able to maintain the volume of business handled during October this year. NBC's previous best November was in 1931, when the income was $2,475,905; in October this year it was $2,776,947 (an all-time high for any one month), and in November $2,683,494. This is an increase of 23% over November last year, and about 8½% over November, 1931.

CBS registered its previous highest November figure last year, with $1,277,459, and this year the total reached $1,679,959, or 31% better. In October this year the figure was $1,752,601.

Present indications show this year that CBS will gross about $1,500,000 more than in 1932, and NBC about $400,000 more.

Two Automotive Firms Staging Holiday Features

TWO AUTOMOTIVE sponsors will take the air over CBS at Christmas time with ambitious commercial programs. On Dec. 24 the Hudson Motor Car Company inaugurates a 13-week series under the title "Kate Smith's New Star Revue" over about 74 stations, for a half-hour beginning at 8:30 p. m., with a repeat later for the Rocky Mountain and Pacific Coast regions. Brooke, Smith & French, Inc., Detroit, handles the account.

The Nash Motors Co. will offer two holiday programs of three hours each over 101 stations, the first on Christmas Day and the second on New Year's Day. Both these will be afternoon variety shows, originating in New York, Chicago and Hollywood. In the Christmas Day broadcast, Lionel Barrymore will play "Scrooge" in Dickens's "A Christmas Carol." J. Walter Thompson Co., is the agency.

New Car Campaign

STATION-BREAK and one-minute announcements, transcribed, on 88 stations were adopted by Studebaker Corp., South Bend, Ind., to introduce its 1935 line of automobiles. Both station breaks and announcements, nightly from Dec. 11 to 22, were of the "calling all cars" type, telling car owners to look out for the new models. The company also is using its Studebaker Champions orchestra, with Richard Himber, on 31 NBC and 42 CBS stations. Roche, Williams & Cunnyngham, Inc., of Chicago, handles the account. Newspaper and magazine media are included in the campaign.

NAB Drafts Program for Active Year

Selects Colorado for Convention in Summer; Loucks to Make Nationwide Tour; Copyright Status Discussed

WITH A YEAR of unprecedented activity ahead, both in business and regulatory aspects of the industry, the NAB board of directors charted its campaign of action for 1935 at a meeting in New York Dec. 11. Without designating a city or a specific date, the board agreed that the 13th annual convention of the organization should be held in Colorado during July or August, with the actual time and city left to the executive committee of three.

On the important matter of copyright, the board decided to leave the entire issue in the hands of the special copyright committee, designated last Spring, and headed by Alfred J. McCosker, president of WOR. This committee, jointly with Joseph S. Hostetler, prominent Cleveland attorney and NAB copyright counsel, is under instruction to negotiate with the American Society of Composers, Authors & Publishers with a view to possible agreement on a "per piece" or "measured service" yardstick for payment of royalties to that combination.

Audit Bureau Plans

ACTIONS of the last NAB convention relating to business aspects of the industry were ratified and definite plans made to bring them to fruition. The special committee of five named by President J. Truman Ward, WLAC, Nashville, to take steps toward creation of a radio audit bureau to coordinate radio coverage and listener survey data for the benefit of advertisers and agencies was prepared to meet in New York Dec. 14 and shape its plans.

Philip G. Loucks, NAB managing director, was instructed to make a trip throughout the country, as soon as he deems it desirable, to assist in the organization of state broadcasting committees along the lines of those established at his instigation in New York and Alabama. All stations in each state will be asked to join these state organizations for their mutual welfare. The chairman of each state organization automatically will become a member of the NAB legislative committee and will have the function of keeping in touch with state legislative and regulatory matters as they affect broadcasting and coordinate their activity with the NAB.

It is probable that Mr. Loucks will begin the first leg of his nation-wide trip before Christmas, covering the Eastern seaboard and New England. Shortly after the first of the year, it is his plan to swing South and to be in Miami during the International Radio Conference in mid-January. Then his plan is to journey to the Pacific coast. After four years, at a salary of $10,000, the board voted Mr. Loucks an increase to $12,000 per year.

By unanimous vote, a resolution was adopted expressing the appreciation of the industry for the services rendered by Henry A. Bellows, NAB legislative chairman, who has been devoting his full time for the last several months to the so-called educator's case before the FCC, which grew out of the Congressional mandate that the FCC inquire into proposals that specific facilities be allocated to so-called non-profit groups. The sense of the resolution was that the board hoped so long as Mr. Bellows remains in Washington that it would be in position to avail itself of his services.

Budget Reduced

A BUDGET of $60,000 for 1935, which, it is estimated, will be derived from the new scale of dues approved at the Cincinnati convention, was voted by the board. This is $4,000 less than the amount estimated for the current calendar year, but approximately $3,000 more than 1932 and 1933. New stations admitted to membership were KTSM, El Paso; WMEX, Boston; WOC, Davenport, Ia.; W1XBS, Waterbury, Conn., and W9XBY, Kansas City.

On the entire issue of news broadcasting, which invades the matter of an exclusive press association to serve stations, the board left the problem in the hands of the executive committee, consisting of President Ward, Treasurer Isaac D. Levy, WCAU, and Managing Director Loucks. This committee likewise will decide finally upon the city and dates for the 1935 convention. The last NAB annual meeting agreed that the conventions should be held during the Summer, rather than in the Fall as has been the case in the past.

Copyright Plans

MR. HOSTETLER, who had planned to attend the meeting to assist in the formulation of definite plans in the copyright controversy, was unable to be present due to illness. He will meet with the copyright committee at a future date, however. The current ASCAP negotiations have no relationship whatever with the anti-trust suit against ASCAP now pending in the Federal District Court for the Southern District of New York, filed Aug. 30 by the Department of Justice. The copyright committee, the membership of which was approved by the board, in addition to Chairman McCosker, consists of Treasurer Levy, Frank M. Russell, NBC, Washington vice president; Walter J. Damm, WTMJ, Milwaukee, and I. Z. Buckwalter, WGAL, Lancaster, Pa.

Also discussed in connection with copyright were the current campaigns of the Society of European Composers, Authors & Publishers and of Associated Music Publishers for licensing of stations for performing rights. A source of considerable disturbance among stations, this issue was turned over to Mr. Loucks, who was authorized to publish the correspondence he has had with officials of these organizations with a view to clearing up the situation.

Accounting System

THE BOARD approved a cost accounting system for stations, in line with the recommendations made at the last convention by the special committee, headed by H. K. Carpenter, general manager of WHK, Cleveland. The same committee was continued for 1935.

With the exception of the program committee, all other major committees for 1935 were named by President Ward and ratified by the board. All board members, save Leo J. Fitzpatrick, WJR, Detroit, who was detained by illness in the family, and Lambdin Kay, WSB, Atlanta, first vice president, attended the session.

Personnel of Committees

THE PERSONNEL of the new committees follows:

Committee of Five on Audit Bureau: Arthur B. Church, chairman, KMBC; Walter J. Damm, WTMJ; John Karol, CBS; Ed Kobak, NBC, and John V. L. Hogan, W2XR, New York.

Commercial Committee: Arthur B. Church, KMBC; Edwin M. Spence, WPG; John Karol, WABC; Ed Kobak, WJZ; Roy L. Harlow, WAAB; John Elmer, WCBM; I. R. Lounsberry, WGR; C. D. Mastin, WNBF; J. H. Ryan, WSPD; John L. Clark, WLW; Robert A. Street, WCAU; Nathan Lord, WAVE; H. K. Carpenter, WHK; John F. Patt, WGAR; W. W. Gedge, WMBC; Gayle V. Grubb, WKY; Martin B. Campbell, WFAA; Hugh A. L. Halff, WOAI; H. W. Slavick, WMC; S. E. Adcock, WROL; E. W. Carr, WDNC; George F. Isaac, WGN; D. E. Kendrick, WKBF; J. O. Maland, WHO; Charles G. Burke, WDAY; Walter J. Damm, WTMJ; Lester E. Cox, KGBX; G. C. Hamilton, KFBK; H. J. Quillam, KOMO; Arthur J. Kemp, KHJ; Earl J. Glade, KSL; Arthur F. Kales, KECA; Ralph R. Brunton, KJBS; Paul Keston, WABC; LeRoy Mark, WOL; Fred Palmer, WBNS; Glenn Snyder, WLS; J. C. Hanrahan, KSO; S. Gordon Persons, WSFA; Guy Earle, KNX; William S. Hedges, WEAF; Stanley Hubbard, KSTP, and C. M. Myers, Koin.

Ex-officio Members: J. Truman Ward, president, NAB; Philip G. Loucks, managing director NAB, and James W. Baldwin, executive officer, Code Authority for the Radio Broadcasting Industry.

Tax Committee: E. M. Elkin, KDKA; P. J. Hennessey, WJZ; Sydney M. Kaye, WABC; A. Z. Moore, WKJC; Edgar T. Bell, WKY; Wiley P. Harris, WJDX; Gerald King, KFWB, and Birt Fisher, KOMO.

Cost Accounting Committee: H. K. Carpenter, WHK, chairman; Walter J. Damm, WTMJ; M. R. Runyon, WABC; H. F. McKeon, WJZ; R. W. Hoffman, WHFC; Lewis Allen Weiss, WJR; J. H. Ryan, WSPD; J. L. Kaufman, WINS, and I. Z. Buckwalter, WGAL.

Engineering Committee: J. A. Chambers, WLW, chairman; C. W. Horn, WEAF; E. K. Cohan, WABC; E. L. Gove, WHK; John E. Burrell, KJBS; J. H. DeWitt, Jr., WSM; Frank B. Falknor, WBBM; Carl Myers, WGN; John E. Fetzer, WKZO; Lynne C. Smeby, KSTP; John V. L. Hogan, W2XR, New York; Henry Harvey, KFAB; Joseph M. Nassau, WLIT; L. A. Benson, WIL, Hugh McCartney, WCCO, and Jim Middlebrooks, WAPI.

Fred Neher in the New York Sun

"March of Time" Films

FOLLOWING its success with the "March of Time" broadcasts on a CBS network, *Time* magazine will present a series of monthly motion pictures in addition to its radio program. The films, using the same name, will be 20 minutes in length and will dramatize the news. A new company, formed to produce the films, will have Roy E. Larsen, general manager of Time, Inc., and producer of the radio series, as president; John S. Martin, managing editor, as editorial chief; Louis de Rochement, former Fox Movietone production official, as technical chief.

Fred Wesley

FRED WESLEY, head of Fred Wesley, Inc., Los Angeles agency, died at the Seaside Hospital, Long Beach, Dec. 5 as a result of pneumonia contracted from a crushed chest received in an automobile accident at Long Beach, Cal., in November. He leaves a widow but no children. Mr. Wesley, whose full name was Fred Wesley Villescues, had been heard on practically all Southern California stations announcing programs for his own sponsors.

XUM

NRA Approval of Code Rate Revisions Seen as Few Objections Are Received

Only Five Complain Against "Run of Schedule" Provision; No Protests Filed in Ban on Combination Rates

LIKELIHOOD of favorable action by the NRA on the proposals for sweeping revision of provisions in the broadcasting industry code relating to rates and rate practices is seen as a result of only negligible opposition to the proposals, it was indicated as BROADCASTING went to press Dec. 13.

At the NRA it was learned that only five specific complaints had been made against the proposed ban of "run of schedule" rates by stations, and that no complaints whatever had been received to the proposal that combination newspaper-radio rates be prohibited. On the Code Authority proposal to eliminate so-called "special rates," upon which all stations were asked to vote on ballots sent out by James W. Baldwin, executive officer, the vote in favor of their elimination was running about five to one, with nearly half the ballots in.

Approval Likely

THESE THREE major proposals, together with a half dozen propositions of secondary importance, were adopted at the Code Authority meeting held in Washington Nov. 15 and 16. On the combination newspaper-radio rate and the "run of schedule" rate bans, the NRA has allowed until Dec. 17 for interested parties to voice complaints. If the volume and substance of the complaints are construed as not sufficient to warrant a public hearing, it is probable that Deputy Administrator William P. Farnsworth, in charge of the code, will recommend approval by the NRA board.

Stations which have filed complaints against the "run of schedule" time sales are KGIR, Butte, Mont.; KROW, Oakland, Cal., WFAS, White Plains, N. Y.; WJAG, Norfolk, Neb., and WJJD, Chicago. WJJD was opposed on the ground that under its license as a station operating limited time, it signs off at different hours each month, and therefore is handicapped in allowing to advertisers specified evening hours the year around. The proposed amendment to the code would make it an unfair practice for any station or network to offer to give a special discount or special rate for "run of the schedule" accounts. Many stations utilizing this rate provision allow discounts ranging up to one-third of the regular rate with the understanding that the programs will be broadcast at any time during the broadcast day.

Combination Rates

THE FACT that no complaints have yet been filed on the combination newspaper-radio rate elicited considerable surprise. The proposed amendment would make it an unfair practice for any station or network to give a special discount on radio facilities sold in combination with other advertising media. It is aimed specifically at newspaper-owned stations which allow discounts ranging up to 25 per cent on their rates for joint contracts covering both newspaper space and radio time.

The third important proviso, which apparently has won industry approval under the balloting conducted by the Code Authority, would eliminate all so-called "special rates" for time, including those given for broadcasts of more than an hour. This covers sponsored baseball games, and other special events. Instead, the proposal is that each rate, discount, rebate, refund and commission quoted on the station rate-card shall be in accord with the "standard units of sale recommended by resolution at the last NAB convention." The balloting on this proposal closed Dec. 14. Mr. Baldwin will place the vote and the proposal before Deputy Administrator Farnsworth as soon as the results are computed.

Talent Questions

MEANWHILE, plans were proceeding on other Code Authority matters, including the inquiry into the status of radio artists and performers and whether they should be provided for in the minimum wage and maximum hour provisions of the code. The questionnaire devised by NRA was to be sent out to all stations during the week of Dec. 16.

Repercussions also have been heard on the proposal first agitated by the International Brotherhood of Electrical Engineers, which has been busy endeavoring to organize technicians at stations, that the wages and hours of technical employes be improved. On this score, Mr. Farnsworth stated that, so far as he was aware, "there has been no request from either side for a determination" as a result of the hearing held last June, and it was his view that "the labor involved wishes to get further information before they press for any determination."

Goodman Heads WKRC

Mr. Goodman

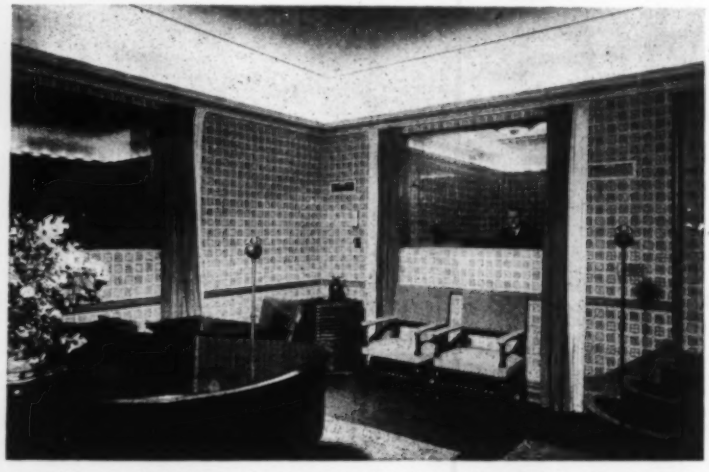
TIMOTHY S. GOODMAN, Cincinnati business man, became manager of WKRC, Cincinnati, Dec. 1 succeeding to Eugene S. Mittendorf president and general manager, who resigned Nov. 1 to go to California. A newcomer to radio, Mr. Goodman has been sales manager of the Champion Coated Paper Co., of Hamilton, O., and president of the Cincinnati Corrugated Box Co., which he later sold to the Container Corporation of America. In addition to his duties at WKRC, Mr. Goodman is first vice president of the Weir-Kilby Corp., of Cincinnati, and a director of the Ohio Casualty Insurance Co., of Hamilton. He is married and has one son.

Burt McMurtrie Named To Direct ABS Programs

APPOINTMENT of Burt McMurtrie, program director of American Broadcasting System, as vice president in charge of program operations, was announced by George B. Storer, ABS president, Dec. 3. He has been program director of ABS since its inception, and for four years prior to joining the network, he had been commercial program director of CBS. His radio career began at WCAE, Pittsburgh, where he worked in various capacities, and at one time was radio editor of the *Pittsburgh Press*.

A new addition to the ABS station line-up is WMEX, Boston, which is picking up the network's programs during evening hours when WHDH, daytime outlet for the Boston area, signs off.

FREE CLASSES in radio continuity writing and microphone technique for men and women 17 years and over are being formed by the New York State Department of Education in Room 22, 160 W. 45th St., New York City.



STUDIO IN A HOME—In "America's Little House," New York, CBS has a completely equipped studio, from which a number of programs emanate. The control room is at the right and visitors' gallery at left.

The 'Little House' Proves a Big Help To Paint Sponsor

CBS Studio in Model House Brings Audience Response

"AMERICA'S LITTLE HOUSE" at Park Avenue and 39th Street, New York, where CBS has equipped a studio for household programs, already has given one client material for a success story, after being on the air from this point only six weeks.

On Oct. 24, Benjamin Moore Paint Co., New York, manufacturers, moved their broadcast, "The Benjamin Moore Triangle Club," into the Little House, feeding the program to a Columbia network parallel with the hook-up previously used. The day and hour—Wednesday at 11:30 a. m.—were retained, and the program, consisting of talks by Betty Moore on home decoration, guest speakers, and organ music by Lew White, was unchanged.

Paint by Moore

THE COMPANY'S paints had been chosen for the Little House by experts for the Better Homes Committee, according to stringent consumer standards, and approved by the architects, thus enabling the sponsor to tie in his radio campaign with the fact that the programs were being broadcast from the point of actual use. The commercial message was sent from a Moore-painted room into a room that should be Moore-painted.

Membership in the Triangle Club, which Miss Moore offers her listeners at the end of each program entitles housewives to seasonal booklets on paints and color schemes. The offer has been the same for some time, but audience response to it has increased markedly in the first weeks of broadcasting from the point-of-use studio in the Little House. After six weeks the increase stood at 160% and the trend was continuing upward when these figures were compiled.

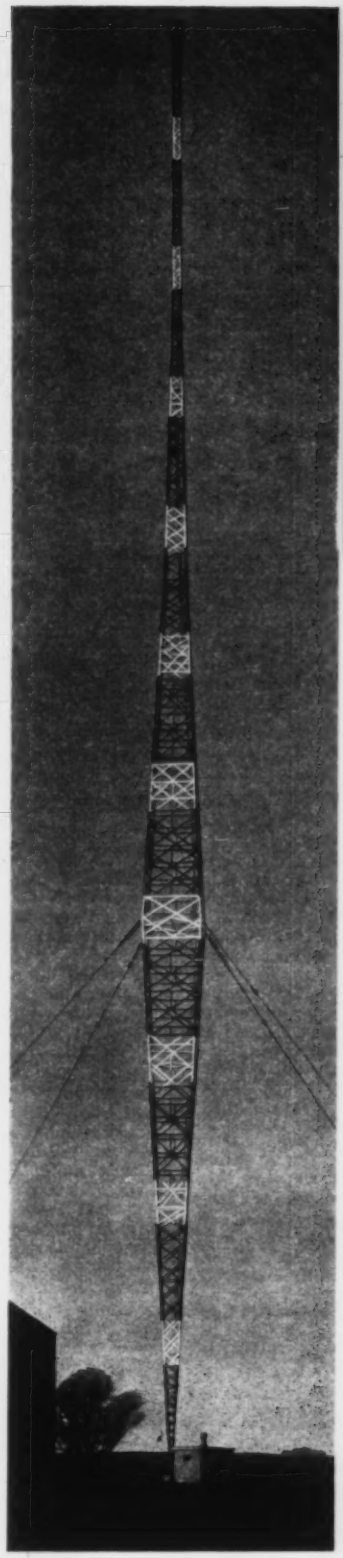
Community Groups

MEANWHILE 2,000 people a day from all parts of the country continue to inspect the Little House, and the 9,000 Better Homes Committees scattered all over the United States are devoting much of their attention to the project.

It is to the activities of these local committees that the sponsors attribute much of the increased interest in their program. Using a limited network, they received letters from 42 states promptly after the first Little House broadcast, and they continue to receive letters from many communities which had not previously responded.

GRAHAM McNAMEE, for the last five years the Universal Newsreel's "talking reporter," has signed another two-year contract with the film company. He spends 12 to 14 hours weekly at Universal's studios on Long Island, seeing the films three times before synchronizing.

TWO events happen



Two events happen. RESULT: One of radio's BEST BETS* becomes STILL BETTER

EVENT NO. 1

Nov. 20, 1934, WHO's new vertical radiator goes into operation, adding more than 50 per cent to signal strength.

Radio engineers assert: "Your new vertical will mean an increase in signal strength at all points which will be the equivalent of an increase in power of more than 50 per cent". In conjunction with modern transmitter equipment throughout, the new vertical radiator spreads the 50,000-watt voice of WHO over greater primary areas than ever before, at no increase in cost to the advertiser.

EVENT NO. 2

Dec. 3, 1934, KYW moves to Philadelphia, enabling midwest listeners east of the Mississippi to get WHO without interference.

Around Chicago, Station KYW at 1020 kilocycles and Station WHO at 1000 kilocycles have occasionally interfered with each other's reception, particularly on sets not capable of sharp-tuning. KYW's move to Philadelphia will vastly improve WHO's reception in this area.

* Experienced radio men call WHO "one of radio's best bets" for three reasons:

1. ***WHO provides the advertiser with the power necessary to cover Iowa—a broad primary market.*** Unlike eastern states, Iowa has not concentrated her consumers into limited metropolitan areas. Des Moines, home of WHO, is Iowa's largest city, but it has less than 6 per cent of the state's population (1930 census). Iowa listeners—and Iowa trading centers—are spread over the state. Trying to cover them with several smaller stations is costly and ineffective. One station, and only one, has the power to cover all Iowa at once—WHO, with 50,000 watts.

2. ***WHO gives national advertisers an extensive secondary coverage.*** Since WHO is one of the few stations on a nationally cleared channel, listeners hundreds or even thousands of miles from Des Moines find WHO delivers a better signal (and better programs) than stations nearby.

3. ***WHO consistently "pays out" for its advertisers.*** Compare WHO rates with those for other 50 KW transmitters. Convince yourself that few, if any media give the advertiser an opportunity to sell such a large audience at such low cost. You'll notice that outstanding spot-advertisers, who are in position to trace results, are heavy users of time on WHO.

CENTRAL BROADCASTING CO.
DES MOINES, IOWA

J. O. Maland, Manager *Phone 3-7147*

National Representatives: Free & Sleininger, Inc.

New York Detroit Chicago Denver Los Angeles San Francisco Seattle

The Central Station—WHO—Des Moines

ESSENTIAL TO COMPLETE RADIO COVERAGE OF IOWA OR THE MID-WEST

CLEARED-CHANNEL—50,000 WATTS—FULL-TIME

XUM

The Psychologist Looks at Radio

And Discovers the Likes and Dislikes of Listeners as Well As the Various Reasons Which Lie Behind Them

By DOUGLAS McGREGOR *
Graduate School, Harvard University

THE HABITS of radio listeners are varied and sometimes surprising. To find the hows, as well as the whys and wherefores, the Harvard Psychological Laboratory is studying the radio situation, including audience preferences, under the direction of Prof. G. W. Allport and Dr. Hadley Cantril. Their findings are to be incorporated in a book to be published next spring. Douglas McGregor, a graduate student taking part in the studies, herewith reviews some of the things that have been learned about those to whom broadcasting is directed.

IT IS SAID that 65,000,000 people, half the population of the United States, "listen in" on the radio more or less habitually. This vast audience, naturally, is of great importance to broadcasting stations, advertisers, politicians, and makers of radio sets. Moreover, the psychologists, who study the human mind and its activities, have begun to investigate the field of radio. The Harvard Psychological Laboratory is one of the pioneers in this survey.

The laboratory set out, in its experiments, to bring together an "average group" of radio listeners and observe their reactions to messages transmitted over the air. For one of these experiments 80 people were engaged to go to the laboratory an hour a day for seven days. They were equally divided as to sex and represented various age, cultural, occupational, and educational levels.

How It Was Done

THEY SAT in a hall and listened to the broadcasting of material from another part of the building. Ten trained speakers from the Emerson College of Oratory, Boston, five men and five women, talked over the radio, reading material which ranged all the way from advertising matter, political speeches, and news reports, to poetry and philosophy. Every hearer had a little book containing several printed questions, and at the end of each experiment he wrote his answer to the interrogations.

In the book were such questions as these: "Do you like female announcers?" "Was the voice persuasive?" "How well do you think you know the personality of the speaker from his (or her) voice?" "How attractive or pleasing was the voice?" "Do female voices carry over the radio as well as male voices?"

The replies revealed many amusing and interesting facts. One was that 95 per cent of the listeners preferred men broadcasters. Another was that people are much more sensitive to affectation in the voices of members of their own sex than of the other sex. A third was that women, much more than men, consider themselves adept in judging personality on the basis of the spoken voice.

Larynx Charm

ALTHOUGH, it has been said, 95 per cent of the listeners in this series of tests preferred men announcers rather than women, in more than half of the experiments women's voices were rated as more attractive than men's. Plainly it was not the quality of voice which led the auditors to express a preference for men broadcasters.

That choice was based on other considerations, namely, women announcers speak in a more affected manner than the men, the male voice is pitched lower, is more persuasive, and carries better over the air. Women announcers were preferred, however, for poetry and abstract material. Men were preferred for political talks, weather and news reports, and advertisements.

The belief that a speaker's voice discloses his personality is more or less widespread, and the Harvard investigators decided to look into that phase of the question. So, the group of people described above was asked to listen to speakers and then identify their height, age, complexion, handwriting, vocation, political allegiance, and degree of extroversion or introversion.

Poor Guessers

IT WAS FOUND that, although the auditors agreed to some extent in their estimates of personality, they were not so accurate as they imagined themselves to be. For example, in one experiment the subjects were told they would hear a professor of English, a psychologist, and a journalist, and were asked to determine which voice belonged to which profession. It happened that the psychologist was a native of South Africa and had an English accent; as a result, he was consistently put down as the professor of English. The "poetic voice" of another speaker led a large number of listeners to rate him as a socialist. Announcers who spoke in loud, "care-free" voices were selected as extroverts whether or not they were in reality extroverts or introverts. The listeners were more in agreement with one another, and more accurate in their judgment about political preferences and traits of personality than about physical characteristics such as height and age.

It is often said that the blind are more acute than people with sight in judging personality, and the Harvard psychologists carried on certain tests to discover whether or not that statement is correct. Experiments with 40 blind people showed, as a matter of fact, that they were less accurate in that particular than people with normal vision. This difference may be due to the fact that the very lack of sight limits the opportunities of the blind to learn about personality and its characteristics. There have been a few notable exceptions—Helen Keller, for example—and our natural tendency is to base broad generalities on such exceptions because they are so striking.

As to Education

WE HEAR a lot about education by radio. The psychologists insist that before definite conclusions can be reached in that matter it will be necessary to find out whether the presentation of material to the ears is as satisfactory as presentation to the eyes; in other words, whether a series of radio lectures can take the place of a textbook or an educational motion picture.

Experiments on a large number of persons—asking them questions and studying their answers—indicate, as might be expected, that difficult material is better understood and remembered when it is read than when it is heard. If the material is of no more than average difficulty there seems to be no significance between the two methods of presentation.

Material which has been heard or seen before is more easily recognized when the presentation is auditory. People are less critical of things heard than of things read. They are more suggestible when the suggestion is spoken than when it is written. (The radio advertiser must be well aware of this!) On the other hand, when thorough comprehension of the material is important, visual presentation is preferable. Up to a certain point it is true that the higher the cultural level of the listener the greater is his capacity to respond to auditory presentation.

Mental Processes

THE RADIO has a somewhat dulling effect on the higher mental processes of the listener. He is definitely less critical, less analytic, more passively receptive, when listening to the radio than when he is face to face with the speaker. It was found that listeners solved problems of mental arithmetic more accurately when they were presented by a speaker in the room than when broadcast.

The psychologists devised an interesting test to discover whether radio or face-to-face presentation is better. They had the subjects listen to two stories at the same time; one was broadcast, and the other was read by a speaker in the room. Then the subjects were asked to write the story they remembered. Far more of them remembered the story read by the speaker who was present, even though he stood in the back of the room and remained invisible to his audience.

What do people want to hear over the radio? Surprisingly enough, they want to hear more of almost everything. The favorable attitude of listeners toward most programs leads them to ask for more of the same things even though it would be physically impossible for them to listen to more than they have already. Women like jazz songs, operas, church music, poetry and other literature, and, of course, domestic recipes and fashion notes. Men prefer business reports, talks on engineering and physics, sports, detective stories, and political speeches.

What Is Average

ON THIS POINT it is as difficult to define the "average" listener as the "normal" man. What people like to listen to depends on personality, the mood of the moment, and training. Except for a very few general preferences, everyone has his own likes and his own "pet hates" so far as radio is concerned.

Most people do not know what they are going to hear when they turn on the radio. They want to participate in a social situation. If they are alone they feel less solitary when the radio is going. The radio, however, is not a completely satisfactory substitute for direct participation such as one feels at a church service, a football game, or a vaudeville performance. The radio is more personal than the printed page, but less personal than direct participation. For example, listening in a group to a favorite radio performer is much more enjoyable than listening when a person is alone.

These experiments at Harvard by no means exhaust the psychology of radio, but they indicate what a vast amount of material exists for study in the field. And the work already completed will, it is hoped, spur the interest of other investigators in the problems yet untouched.

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* From the *Harvard Alumni Bulletin*, Nov. 23.

Pickards Injured

SAM PICKARD, vice president of CBS, and Mrs. Pickard, were seriously injured by flying glass in an automobile accident in New York, Dec. 10. Mr. Pickard was kept in a hospital operating room for more than five hours during which physicians removed glass from his face and body. Mrs. Pickard suffered a broken kneecap. It was said that both probably would remain in the hospital for two weeks and that Mr. Pickard might be away from his office possibly a month.

WGY

SCHENECTADY
50,000 WATTS

For Instance . . .

Take the hours from 8 to 5

Sunshine hours for WGY advertisers! From breakfast time to late afternoon women are occupied with tasks in and about the home. They are more receptive to ideas and products that will make these tasks easier and pleasanter for them. Reach and sell this large "class" market in the great Northeast (eastern and central New York State and western New England) at a cost amazingly low. Daytime rates are only one-half evening rates.

The station or any of the offices below will gladly supply detailed information on available time, costs, merchandising tie-in suggestions and results of other daytime advertisers.

NATIONAL BROADCASTING COMPANY, INC.

A RADIO CORPORATION OF AMERICA SUBSIDIARY

NEW YORK ★ WASHINGTON ★ CHICAGO ★ SAN FRANCISCO

WEAF & WJZ — WRC & WMAL — WMAQ & WENR — KPO; KGO & KYA

SALES REPRESENTATIVES AT: BOSTON—WBZ • SPRINGFIELD, MASS.—WBZA • SCHENECTADY—WGY
PITTSBURGH—KDKA • CLEVELAND—WTAM • DENVER—KOA • PORTLAND, ORE.—KEX • SPOKANE—KGA • SEATTLE—KJR

Freedom of the Air for Broadcasters

License Renewal Every Three Years Urged Instead of Six Months; Present Plan Called Censorship Cloak

By LOUIS G. CALDWELL*

Mr. Caldwell

AT THE OUTSET let me cite what I think are more or less obvious conclusions of a preliminary character:

1. Broadcasting has succeeded the public platform. It has become an agency of mass communication comparable to the press, and is at present far and away the most impressive claimant for protection under the constitutional guaranty of the freedom of speech just as the newspaper is the principal claimant for protection under the sister guaranty of the freedom of the press.

2. The test to apply is not whether there is now any visible Government restraint of that freedom but rather it is the power, under our Constitution and our laws, to impose such a restraint.

3. A proper basis for comparison, if we can find it, is the present scope of the freedom of the press.

In developing this thesis I shall group my observations under three headings.

I.—THE CONSTITUTION AND THE STATUTE

THE FIRST AMENDMENT to the Constitution must, of course, furnish the starting point for any such discussion. We cannot here undertake any detailed study of its history or of the decisions under it. Instead, I shall suggest to you four propositions which to me should be taken as axiomatic.

1. The guaranty of free speech and of free press aims at maintaining open the avenues of communication between human minds, and is directed against the placing of governmental barriers anywhere along those avenues. I need not, therefore, pause to discuss the contention once made by the Federal Radio Commission that broadcast speech is not "speech" within the meaning of the First Amendment.

2. The guaranty is against Government censorship and not against so-called private censorship. We must not confuse the two, as I am afraid has been done in certain statements published in the name of the American Civil Liberties Union. You cannot prohibit what is called private censorship without substituting Government censorship. The safeguard against the former must be found in competition between the various agencies of mass communication.

3. The guaranty is, and was intended to be, a real limitation upon the powers delegated to Congress. This includes the interstate commerce power, under which Congress regulates broadcasting, as well as the war power, the postal power and the taxing power.

4. A valid and important test of the effectiveness of the guaranty is the scope of the right to censure public men. I well know it is not the only test but in time of peace I think it is the most significant. The right to censure means or includes the right to defame, subject, of course, to subsequent liability by way of civil damages or penalties but not to any form of previous restraint such as by suppressing an agency of publication.

The statute, now the Communications Act but herein referred to as the Radio Act, has, ever since 1927, contained a section specifically prohibiting any censorship of radio programs and any abridgment of free speech by the licensing authority. I think the section means what it says. I can prove it by references to the legislative history of the Act, including the debates. It was intended to maintain the policy of complete non-interference with broadcast programs which had previously been followed by the Secretary of Commerce during the several years prior to 1927 in which he had the regulation of broadcasting.

Purpose of Law

THE RADIO ACT of 1927 was enacted by Congress with the distinct understanding by those who voted for it that the Act gave the licensing authority:

1. No power to censor programs in any way, much less to take any action abridging freedom of speech;

2. In particular, no power to regulate or control defamation by radio; and

3. No power to regulate or control "private censorship" of programs by the broadcaster other than the requirements of equal treatment of candidates for public office.

II.—THE PRESS

TO APPRECIATE the scope of the immunity now enjoyed by the press requires an understanding of the very vital distinction between two kinds of governmental interference with liberty of expression: Previous restraint and subsequent punishment.

The typical example, historically, of previous restraint was the license system. This is what the Star Chamber used. It is what Milton thundered against in his Areopagitica. For our purposes, the present rights of the press under this heading are sufficiently shown by two recent decisions of the United States Supreme Court, the Minnesota Gag-Law Case decided in 1931 and the Milwaukee Leader Case decided in 1921, representing, to my mind, respectively the greatest victory and the worst defeat of the press in recent years.

In the Minnesota case the Court, by a five-to-four vote, held invalid a statute which provided that a newspaper might be put out of business by temporary and permanent injunction if it was regularly "malicious, scandalous and defamatory."

There is, of course, a wide field of utterances also protected by the First Amendment against subsequent punishment. No one would contend, however, that the First Amendment protects a man from liability civilly or criminal for defamatory utterances which he cannot prove true.

III.—BROADCASTING

I SHALL WASTE no time discussing freedom of speech by radio in time of war. In my opinion, if the statutes now on the books be given effect, no such freedom exists, since the President can close down any station for any reason. He can also do this on proclamation of a national emergency. I shall resist the temptation to speculate as to what this means.

In time of peace—or of non-emergency—the situation is bad enough. We have seen that a newspaper may not be suppressed for publishing defamation of public men, no matter how scandalous or how regularly continued. Yet a broadcasting station can be put out

(*Continued on page* 45)

* Excerpts from an address December 8 before Washington meeting of American Civil Liberties Union.

American Radio Free from Europe's "Kulturpolitik" . . .

By MARTIN CODEL

IT MAY TAKE another war to impress upon Americans the danger of what O. W. Riegel calls "radio armaments," for the American people still rest relatively secure in their tradition of freedom of expression. Mr. Riegel, director of journalism at Washington & Lee University, in his new book *Mobilizing for Chaos: The Story of the New Propaganda* (Yale University Press), makes a thorough case for continued guarding of press and wireless, both mass broadcasting and point-to-point communications, that they may not fall into hands that would utilize them for purely nationalistic ends.

It has already happened abroad, and with devastating effects, which Mr. Riegel points out. One of the first moves of the Nazis, upon assuming power in Germany, was to seize the operation of the radio while completely mobilizing the press. With a few exceptions European nations and most other nations utilize their radio, if not their press, to mobilize and maintain their people for nationalistic causes. Radio lends itself admirably to "Kulturpolitik," or the strategy of cultured propaganda.

Danger Lurks

IT WORKS both ways, of course. There are some influences believing that a government radio would be preferable to a private radio used primarily for entertainment and advertising. Mr. Riegel is not of this school, for he concludes that "if world experience means anything, it has shown that this stifling of the free exchange of ideas and opinions by censorship and propaganda invariably leads to war or insurrection."

Russia's radio has always been an instrument of the state because radio sprang into being after the Bolsheviks had entrenched themselves and it fitted admirably into their scheme of things. In Fascist Italy the radio is completely controlled. Britain utilizes a far-flung short wave system of broadcasting and rebroadcasting for the frank purpose of binding its colonies and dominions more closely to the motherland. Throughout Europe a race for high power has been in progress for several years, and Mr. Riegel thinks it is idle to believe that the purpose of super-power stations is without its propagandistic intent across national frontiers as well as within them.

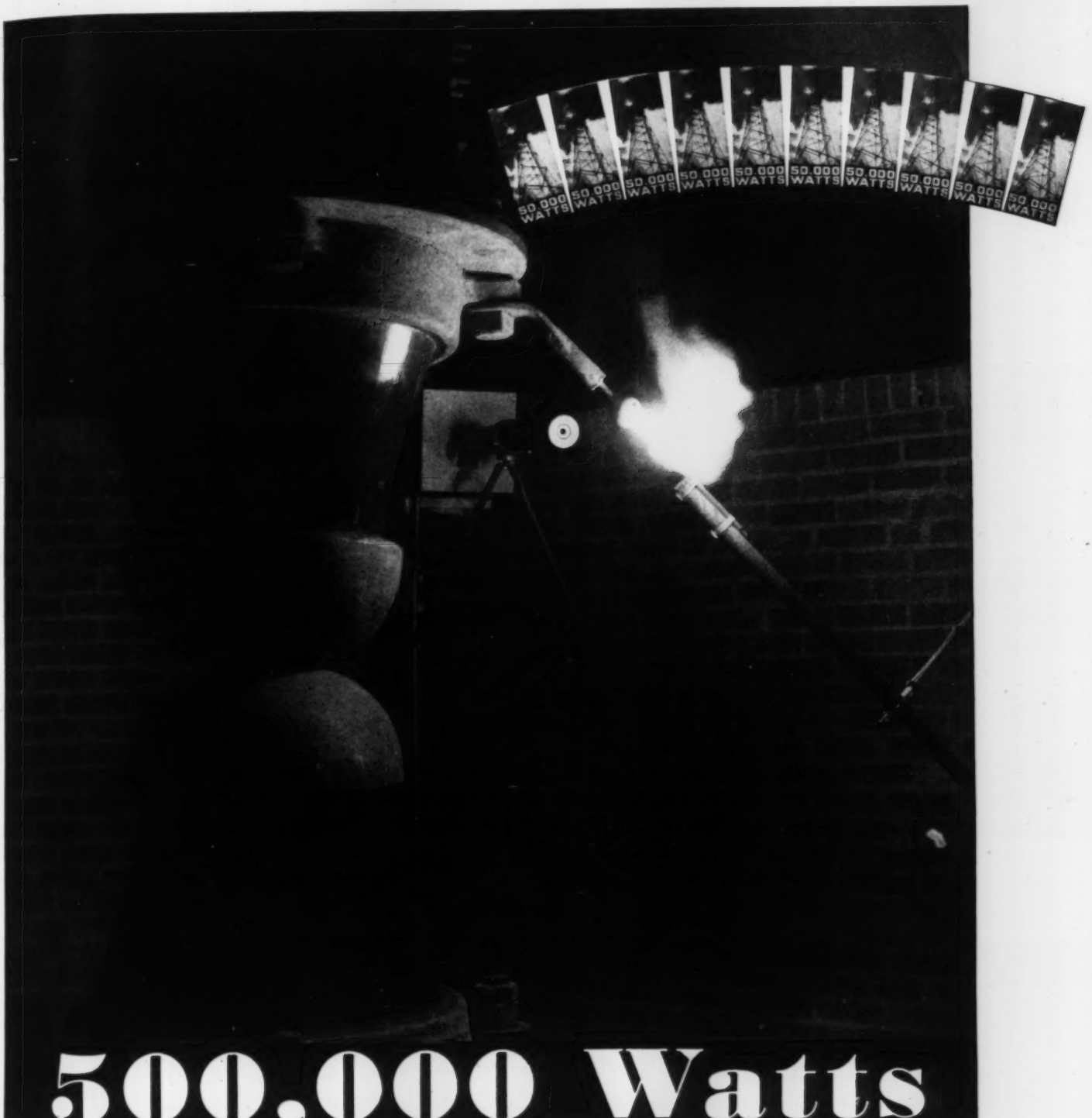
Even the leaders of non-Fascist states find radio a valuable ally. President Roosevelt's "fireside chats" were emulated by Gaston Doumergue when he took over the premiership, in an attempt to pacify troubled France after the Stavisky scandal and the Paris riots. When J. M. Keynes spoke to British listeners in 1931 to urge them to spend rather than save as a way out of the depression, the sale of National Savings Certificates fell off from 250,000 to 170,000 in a day. It was necessary to call Sir Josiah Stamp to the microphone to point out that investing in those certificates was one of the few methods of saving that would not create unemployment, and three days later the British public established a record of 450,000 in the purchases of certificates.

"Jamming" the radio waves against propaganda broadcasts from abroad by the simple expedient of sending out interfering waves has not been very effective, although it may be expected to be, according to Mr. Riegel. The Habicht broadcasts from Munich not only helped incite but are believed actually to have directed the recent Austrian Nazi putsch. Poland has erected a super-power station to offset alleged propaganda from Moscow; Soviet Russia has for years been the object of bitter recriminations for broadcasting in German, English, Polish and other languages but has always maintained that these are intended for national minorities resident in Russia.

Tool of Government

"SUCH is the fate of the latest scientific boon to mankind," says Mr. Riegel. "Radio is the tool of government. It has provided nationalistic governments with exactly the kind of direct approach to human intelligence which is most effective in bending populations to national cohesion and cultural unity. Through broadcasting channels propaganda speeds directly from the political fountainhead to the listener's ear without the intermediation of any interpreter or critic, and is not subject to the steadying influence of correction or reply."

More of Mr. Riegel's thought-provoking volume is devoted to the history of and comments on political control of the press, chiefly abroad, and of the cable and wireless "pulses" that convey the word traffic of the newsapers and press associations. He concludes that the British and American tradition of a free press, aside from the domination of advertisers and monopoly in the ownership of newspaper properties, has guaranteed greater protection to the free flow of intelligence than dictatorships.



500,000 Watts

An "electric eye" is the brain of this unique device developed by WLW engineers. It protects equipment against lightning and prevents loss of broadcasting power through troublesome arcs across the safety gap that carries lightning discharges into the earth from the 831-foot tower of the ten times more powerful WLW.

"the Nation's Station"

Its vast audience makes

WLW

the most economical buy in radio.

No national radio campaign is complete without it.

THE CROSLEY RADIO CORPORATION POWEL CROSLEY, Jr., *President* **CINCINNATI**

Season's Greetings

As the holiday season approaches, we bid farewell to the year that is past with thankfulness for the definite and encouraging progress it has brought. Such success as has fallen to our lot, we owe to the many advertisers whom we have had the privilege of serving; and we take this opportunity to express the hope that the services we have rendered them may also have contributed to their success. With the hope that the New Year may be for all of us a year of continued progress, we extend to our advertisers and their agencies, and to all who may chance to read this, our sincere wishes for a joyous holiday season.

WSB	Atlanta	**NBC**
WFBR	Baltimore	**NBC**
WBRC	Birmingham	**CBS**
WAAB	Boston	**CBS**
WNAC	Boston	**CBS**
WICC	Bridgeport / New Haven	**CBS**
WBEN	Buffalo	**NBC**
WGAR	Cleveland	**NBC**
WFAA	Dallas	**NBC**
KLZ	Denver	**CBS**
WJR	Detroit	**NBC**
WBAP	Fort Worth	**NBC**
KTHS	Hot Springs	**NBC**
KPRC	Houston	**NBC**
WFBM	Indianapolis	**CBS**
WDAF	Kansas City	**NBC**
KFI	Los Angeles	**NBC**
KECA	Los Angeles	**NBC**
WHAS	Louisville	**CBS**
WIOD	Miami	**NBC**
WTMJ	Milwaukee	**NBC**
WSM	Nashville	**NBC**
WSMB	New Orleans	**NBC**
WMCA	New York	**ABS**
WTAR	Norfolk	**NBC**
KGW	Portland	**NBC**
KEX	Portland	**NBC**
WEAN	Providence	**CBS**
KSD	St. Louis	**NBC**
KSL	Salt Lake City	**CBS**
WOAI	San Antonio	**NBC**
KOMO	Seattle	**NBC**
KJR	Seattle	**NBC**
KTBS	Shreveport	**NBC**
KHQ	Spokane	**NBC**
KGA	Spokane	**NBC**
WDAE	Tampa	**CBS**
KVOO	Tulsa	**NBC**
KFH	Wichita	**CBS**

Also

The Yankee Network
The Texas Quality Group
The Northwest Triangle

Represented throughout the United States by

EDWARD PETRY & COMPANY, Inc.

New York · Chicago · Detroit · San Francisco

XUM

Retail Association Head Testing Radio for Store

A TEST of radio for three weeks from Dec. 3 has been started on WBT, Charlotte, N. C., by Ivey's, a leading North Carolina department store, whose general manager, David Ovens, is president of the National Retail Dry Goods Association and a member of the National Retail Code Authority. "Gift Shopping at Ivey's with Martha Dulin," titles the feature, which is heard six nights weekly for 15 minutes.

The program is being tied in with the department store's newspaper advertising, large ads being devoted to promoting the radio presentations. Each day's newspaper ads refer to the radio program, and each program refers to the newspaper ads. According to William A. Schudt, Jr., WBT manager, this is the most extensive radio contract ever signed by a department store in the Carolinas.

BIG PROGRAMS AT LITTLE COST

How "Five Minute Mystery Flashes" Carry Weight Of a Long Show Without a Heavy Expense

By HERBERT C. RICE
Production Manager, WGR-WKBW
Buffalo, N. Y.

THERE IS a definite need and consequently a definite trend towards programs that will do the job for small-budget radio advertisers. These advertisers are thoroughly sold on the radio medium but cannot meet extensive program costs.

The production department of the Buffalo Broadcasting Company solved the problem by building a compact program with all the elements of a big show. The result was "Five Minute Mystery Flashes." Although aware of the difficulties we were out to overcome, I was astonished at the results shown in the first 24 productions on a tri-weekly basis of this vest-pocket show.

In brief, the program takes four minutes to develop a full-fledged dramatic mystery that closes with a bang on the climax of a solution. Opening and closing commercial statements divide up the remaining minute. Sponsored by Yates-Lehigh Coal Co., an account of the Addison Vars, Inc., agency, we opened two months ago at three times a week, 10:30 p. m. Now the contract has been renewed for six months, jumping the program to five times a week in the same spot, and the sponsor has taken an option on the show for another full year.

My idea was to meet the demand of a good radio prospect for a program that was sufficiently detailed in arrangement to carry the weight of a long show, yet packed into five minutes at a reasonable cost.

The hard nut to crack was to get this result with a program that was swift without being confusing, that was flexible in cast and handling to preserve fresh interest, and yet presented all elements of the human, understandable drama demanded by a sophisticated radio audience.

"Five Minute Mystery Flashes" opens swiftly with a WBS transcription of a shuddery musical theme. After this kick-off comes the first commercial. These statements are kept clear of complexity and give in simple terms a straight sales hook-up with the product.

How It Is Handled

FOR EXAMPLE: "It is no mystery why Yates-Lehigh coal rates highest in heat economy. It burns cleanly, etc." The terseness and simplicity of this announcement nails down the product but avoids deflecting the aim of the show.

A narrator opens the story. Ostensibly the plot is taken from the pages of a personal diary kept by the central character, "Detective Inspector Gilbert Keys of Scotland Yard." Each case is numbered, such as "Case 128 from Inspector Keys' Diary."

In curt, tabloid fashion the narrator builds up the mystery, outlines the crime, and sets the stage. The dialogue opens without pause as Inspector Keys enters the case and goes into action.

Continuity is kept at staccato pace, but care is taken to outline the characters sharply. The result is a complete story that is kept in active suspense to the last second, with a victorious conclusion when Inspector Keys cracks open the mystery.

On this climax comes a burst of furioso music from another WBS transcription, followed by the closing commercial statement. This again is keyed to the tone of direct and earnest simplicity.

Need of Short Programs

THE SUCCESS of the program gave sudden and wholesale support to my feeling that radio greatly needs short programs, packed with action and giving full entertainment value. A flood of favorable comment has been received on the outstanding elements of brevity coupled with enjoyment.

As an illustration of the job such a program can do, I found that "Five Minute Mystery Flashes" won and held complete cooperation with agency and sponsor. The program never has been mauled about. We got away to a clean start and have kept a tranquil course throughout.

While it is not generally conceded, I feel that the radio station has a happier account when the program not only does a good job of selling, but above all fascinates the sponsor. Our Yates-Lehigh executives leave bridge tables and switch evening engagements to make sure they hear the program.

An important consideration of a program of this type is to be liberal towards the script writer in number and variety of players. Unless frequent, almost constant changes are made in the type of casts, the effect is that of repeating the same old story. The correct aim is renewed freshness, vigor, and surprise in each of the plays.

The WESTERNERS

During the "Western Nights" program on Monday evening, November 26th, WLS listeners were invited to write for a photograph of the WLS Westerners, together with a sample of the product advertised. To date 35,259 requests have been received as a result of this one announcement. Not many months back the story of another WLS response was told in the columns of BROADCASTING MAGAZINE. On that occasion three daytime announcements drew 53,000 requests for a WLS photograph.

Nighttime and daytime—the outstanding commercial value of both have been proved on WLS time and again. That's why so many WLS advertisers renew! A few choice periods—evening and daytime—are open for sponsorship. Let us tell you about them!

50,000 WATTS
WLS

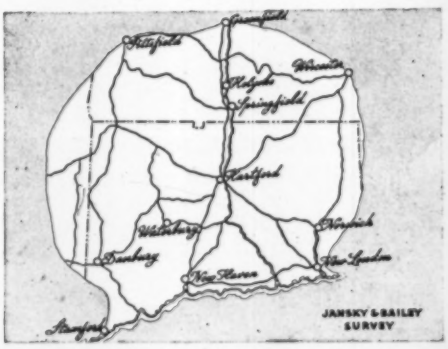
THE PRAIRIE FARMER STATION
1230 WASHINGTON BLVD. CHICAGO, ILLINOIS
BURRIDGE D. BUTLER, President • • GLENN SNYDER, Manager
NEW YORK OFFICE: Graham A. Robertson, 250 Park Ave.

Ask anyone living in the WTIC Communities who New England's No. 1 Cowboy is, and the answer always is "Marc Williams." A native of Texas, Williams has a seemingly endless list of cowboy songs, and rounds up fan mail by the corral-full. He typifies the wealth of talent available at Station WTIC.

The Nation's Leading Test Market

According to a recent *Sales Management* survey conducted by the Ross Federal Service among 129 leading agencies and advertisers, Hartford—the capital of the WTIC Communities—is the first and most typical American test market. Consider the buying power represented by these facts: 1 out of 3 paid an income tax this year. Compared to last year, bank deposits are up 19%; department store sales 18%; car loadings 29%, and new car sales 35%.

And—Station WTIC offers the one way to reach this 1,500,000 population market at small cost. A few choice hours are now available. Full particulars on request.



NEW YORK OFFICE: 220 East 42nd St., J. J. Weed, Manager
CHICAGO OFFICE: 203 No. Wabash Avenue, C. C. Weed, Manager

STATION WTIC, HARTFORD, CONN.

50,000 WATTS

Owned by the Travelers Broadcasting Service Corporation

THE WTIC COMMUNITIES

A prosperous population in a compact market

Facts for Drug and Cosmetic Advertisers

Potential WTIC Primary Audience	1,580,367
Drug Stores, Number	863
Volume of Business	$25,929,000
Department Stores, Number	59

Operated Daily
7:00 A. M. to 12:00 Midnight
Sundays 9:30 A. M. to Midnight

Member New England and NBC-WEAF Networks

AN OPPORTUNITY FOR MR. FARLEY

Merchandising by Radio Urged to Get New Business and Customers for Post Office Department

By EDNEY RIDGE
General Manager
WBIG, Greensboro, N. C.

A GREAT BUSINESS organization showing a profit in the past year of over $12,000,000, is one to be seriously considered, especially when it is a business that affects radio station operators, and radio listeners, who are part owners as well as customers.

The United States Post Office Department, under efficient management, is said to have made a greater net profit during the fiscal year ending June 30, 1934, than all combined surpluses shown prior to 1912. Certainly radio and the mail are closely related, and doubtless radio is in a measure responsible for the increased business of the Postal Department—millions of fan letters, for one thing, and all carried first-class.

Radio receives no special privileges, no special rates, and asks for none, but radio could be used by the Post Office Department to great advantage in merchandising and building good will, like any other great public service organization, with greater profits and greater service for the American people.

Local postmasters and radio stations could cooperate and keep the public advised of changes in mail schedules, office hours, holidays and all new regulations affecting the public. A real merchandising job could be done by continually radiocasting the postal rates on all classes of mail, and economies shown to many business firms, by keeping continually before them the advantage of the fast train and air services; the special delivery; how to save by using pre-cancelled stamps, and the savings to be made on envelopes already stamped.

And how the ever-increasing number of stamp collectors would enjoy a short talk giving a description of new issues of stamps!

The postal savings department has been well advertised by word of mouth, but parcel post, rural free delivery, and many other services of the government's greatest service organization, are still not fully understood and appreciated, by millions. The Post Office Department is really too modest. It should tell the people how good it is—how it is doing a big job, yet can do more, and do it well.

What better medium could Postmaster General James A. Farley select than radio, to tell the world? A few words over the air to "mail early" would be worth a hundred signs tacked in the post office. Mr. Farley is familiar with radio; he has used it to great advantage, and by taking a tip from the "Chief," he can have his fireside chats with his thousands of employes in the postal service, and his customers could listen in! Wouldn't that create confidence?

WWJ was the first radio station in the world to broadcast regular daily programs, starting in August, 1920.

WWJ

COVERS THE DETROIT MARKET BEST

There are several reasons why WWJ is the preferred radio station among listeners of the great Detroit market of 1,800,000; 1—WWJ was the first radio station in the world to broadcast regular daily programs; 2—It is owned and operated by The Detroit News, the HOME newspaper; 3—In addition to its NBC affiliation, it has created and consistently broadcasts more programs of merit and distinction than any other station in Michigan.

A Few of the Current Advertisers Who Employ WWJ

J. L. HUDSON DEPARTMENT STORE
D. J. HEALY DEPARTMENT STORE
LANE BRYANT
INDUSTRIAL MORRIS PLAN BANK
HAMMOND STANDISH PACKING CO.
COMMONWEALTH-COMMERCIAL STATE BANK
WHITE STAR REFINING CO.
NISLEY SHOE CO.
P. X.
RIVAL DOG FOODS
REM
SEARS-ROEBUCK
SHELL OIL
BULOVA
WOLFE'S HEAD OIL
CENTRAL SHOE
DETROIT CREAMERY
FRUIT DISPATCH CO.
GENERAL BAKING
SUN OIL

National Representatives

GREIG, BLAIR & SPIGHT, INC. *New York, Chicago, San Francisco, Los Angeles*

Col. Brown Claims Zoning Is Obsolete

Says Plan Should Be Discarded To Give West Better Service

Col. Brown.

ASSERTING that the Davis equalization amendment governing the distribution of broadcasting facilities among the radio zones and states "has completely exhausted its usefulness," Vice Chairman Thad H. Brown of the Broadcast Division of the FCC advocated elimination of that restrictive provision of law in an interview broadcast Dec. 7 over a nation-wide NBC-WEAF network. He was interviewed by Martin Codel, publisher of BROADCASTING, in the sixth of a series with members of the FCC, which began last summer.

Col. Brown pointed out that the original purpose of the Davis amendment, which became effective in 1928, was to prevent the concentration of all broadcast stations in the thickly populated areas. Declaring that this had been accomplished, he stated that there now are manifest needs for more facilities in the sparsely settled sections of the West which cannot be supplied because of the present law.

The Sparse West

THE AMENDMENT, he added, seeks to provide for equality of broadcast service in the states without taking the factor of area into account, leaving the "magnificent distances" of the West to disadvantage. Moreover, he pointed out that the population factor specified in the amendment works to the disadvantage of the sparsely settled West and in favor of the thickly populated Eastern center.

"The Commission," he declared, "is thoroughly intent upon assuring to all the people of the United States adequate, satisfactory and enjoyable broadcast service. We want to plan for all our people, whether in the East or West, North or South, not only to have consistently fine broadcast programs on the air, but to be able to receive them in the home as clearly and as perfectly as the present development of the art allows."

Internal Cleansing

RESPONDING to questions by Mr. Codel, Col. Brown discounted reports of any sweeping reallocations. He said he had not been able to detect any widespread sentiment for government ownership or operation of broadcasting, and that talk of administration censorship of radio is "sheer bunk." As to radio advertising, he asserted that in his opinion commercial credits "slowly but steadily" are becoming less offensive, and that the industry appears to be "cleaning itself up."

Discussing the current clear channel survey, Col. Brown said its purpose is to determine whether the rural listeners are getting adequate service from clear channel stations. The Commission, he explained, is anxious to know, in the light of scientific progress, whether clear channels still provide the best method of assuring the best service to all.

"WE USE 'EM AND *Sylvania* LIKE 'EM"

GRAPHITE ANODES

Sylvania
Type 212-D

RADIO STATION WFBE, INC.
MEMBER STATION -- THE AMERICAN BROADCASTING SYSYEM
STUDIOS AND EXECUTIVE OFFICES
HOTEL SINTON

CINCINNATI, OHIO

PArkway 2760
2761

24 November, 1934.

Hygrade Sylvania Corp'n.,
Electronics Department.
Clifton, N.J.

Att: Mr.C.A.Rice, Sales Mgr.

Dear Sir:

We purchased and installed five (5) Sylvania Type 212-D transmitting tubes on 8 April, 1934, one being used in the modulator stage of our transmitter, the other four being used in our final amplifier push-pull stage, with two tubes in parallel on each leg of the circuit.

These were in continuous use for 17 hours daily from that date (8 April, 1934) until the present time, when they were replaced by another set.

This replacement was not absolutely necessary, but merely to guard against any possible interruption, inasmuch as the old set, when tested still proved up to virtually the same standard values (plate current etc.) as prevailed when they were initially placed in use. As a matter of fact they checked almost as good as the new set just installed! The old set is maintained on hand for any possible emergency use, being still in excellent operating condition.

We feel that the Sylvania 212-D tubes are most excellent, and have recommended them to many of our technical friends in other stations, many of whom are now using them also.

We are more than pleased with the service these tubes have rendered at WFBE.

Very truly yours,

Radio W F B E,
Per H. E. Speckel,
Engineering Div.

NRA CODE

Sylvania Graphite Anode tubes are taking the country by storm. Broadcasters everywhere praise these tubes for their stability and long service life.

The engineers at Hygrade Sylvania Corporation's Clifton plant developed, and were the first to successfully produce, GRAPHITE ANODE tubes. There is no doubt in the mind of the keen, up to the minute broadcaster that these tubes are definitely superior to other tubes.

Prove to yourself the economy resulting from the extra long service life of Sylvania Graphite Anode types, by specifying the purchase of Sylvania tubes in your next tube order.

The type 212-D has gone over big! The letter above tells the story. Can we say more?

HYGRADE SYLVANIA CORPORATION

Hygrade Lamps — ELECTRONICS DEPARTMENT — *Sylvania Tubes*

CLIFTON, NEW JERSEY

© 1934, H.S.C.

FACTORIES: SALEM, MASS. EMPORIUM, PA. ST. MARYS, PA. CLIFTON, N. J.

WAREHOUSE STOCKS IN: Portland, Oregon Atlanta, Georgia Denver, Col. Chicago, Ill. Salem, Mass. Dallas, Texas Philadelphia, Pa. Pittsburgh, Pa. Los Angeles, Cal.

Class Allocations Advocated in Brief By Religious Body

Paulist Fathers Are Opposed To Clear Channels Grant

VIGOROUS support for legislation to allocate a specific block of frequencies for so-called non-profit educational and religious stations is voiced by Father John B. Harney, superior of the Paulist Fathers of New York, operating WLWL, New York City, in a brief filed with the Broadcast Division of the FCC in connection with the inquiry conducted into proposals for class allocations by Congress. Father Harney did not appear during the hearings held from Oct. 1 to Nov. 12 to support such legislation, despite the fact that he was largely responsible at the last session of Congress for the instigation of the investigation.

In addition to supporting class-allocations, the brief attacks the two major networks, NBC and CBS as being "monopolistic." Also attacked is the existing radio technical structure, under which clear channels are set aside for the exclusive evening use of high-power stations, and designed to serve rural and remote listeners. WLWL is seeking an assignment on one of the present clear channels to enable it to operate full time, as against its present limited time-sharing operation with WPG, Atlantic City, on 1100 kc. Father Harney contends that clear channels are unnecessary and that far better public service could be performed through duplicate assignments.

Blames the FRC

MUCH of the brief is devoted to the plight of the Paulist station. It blames the former Radio Commission for the station's status, declaring that it had been "impoverished, and all but brought to death's door by the Commission's deliberate curtailment of its broadcasting time to the starvation allowance of only 15½ hours a week."

"In the event that Congress legislates to give human welfare agencies a decent chance to use radio, it is most likely that various groups, of which no one by itself alone could build and maintain a radio station, will unite for the purpose," the brief continues. Father Harney concludes by advising the Commission: "Speak then and act. Deal as gently as you can with the radio structure, and with its mighty men. Spare them if you can, but at any and all costs, safeguard effectively the rights, the liberties, and interests and the true welfare of the American people."

Views of Educator

AMONG other briefs filed with the FCC in the so-called educational case were those of the NAB, which was abstracted in the Dec. 1 issue of BROADCASTING; the Chicago Civic Broadcast Bureau, headed by Harris K. Randall, which advocates class allocations; the Chicago Federation of Labor, seeking a clear channel for WCFL, Chicago, and the Peoples Pulpit Association, headed by Judge J. F. Rutherford, which opposes the religious broadcasting pursuits of the networks, and asks for "equal opportunity" for their own denominations.

The National Committee on Education by Radio, headed by Joy Elmer Morgan, which led the proponents for class legislations at the hearings before the FCC, did not file a brief for reasons undivulged. Although this organization has disclaimed any desire to press for government ownership of broadcasting, Tracy F. Tyler, executive secretary, in an address Nov. 30 before the National Council of Teachers of English, in Washington, attested his support of a "government network."

Comments On TVA Brief

IN ALLUDING to the proposal made before the FCC in behalf of the Tennessee Valley Authority for such a government network, which subsequently was expunged from the record by order of the TVA itself, he said:

"The original proposal made to the FCC by the Tennessee Valley Authority offers a possible solution to some of the difficulties faced by American broadcasting. However, the TVA proposal that the federal government build and provide the mechanical operation for a noncommercial chain of stations did not meet the approval of the interests controlling commercial broadcasting in this country. It appears that these interests succeeded in misrepresenting the proposal to such an extent that it was later withdrawn and replaced by a somewhat modified statement.

"The President of the United States is convinced that the Tennessee Valley Authority will serve as a yardstick in the public utility field. A federal and state chain of broadcasting stations might not only prove a valuable supplement to the existent commercial chains but also provide a similar yardstick in protecting the interests of the public in this new and powerful medium of mass communication. Probably the programs of this federal-state chain should be controlled by the educational, cultural, and civic groups in the various localities and states in which the individual stations would be located. It is conceivable that the creation of such a chain might well be the next step in the establishment of a sound radio broadcasting system in the United States."

ADOLFO R. AVILES, radio commentator for the *Buenos Aires El Diario*, arrived in Hollywood early in December for a three-weeks' stay.

Drips Succeeds Mullen

Mr. Drips

W. E. "BILL" DRIPS, associate editor of *Wallaces' Farmer*, Des Moines farm publication, has been appointed director of agriculture of NBC, succeeding Frank E. Mullen, recently promoted within the RCA organization as director of information of the parent company. A veteran in agriculture, Mr. Drips has been active in the farm paper field for many years. He has been heard at intervals as guest announcer during farm features presented over NBC and in the Farm and Home Hour.

FOR SALE
Western Electric 1 Kw. 106 B Transmitter

A well known Radio Station, which recently has been granted a permit to operate at a high power, will sell its present Western Electric 1 kw. 106 B transmitter which cost in excess of $20,000.

The transmitter is in perfect operating condition and complete with Western Electric Crystal control, all tubes including spare Western Electric 228 A power tube and duplicate set of motor generators and pumps.

Designed to operate from DC supply, but can be modified for AC operation and can be operated on any power from 100 watts to 1 kw.

The transmitter is on the air every day and can be inspected and checked under actual operating conditions.

Correspondence is invited from anyone interested in securing this equipment at a bargain price.

Box 254, c/o Broadcasting

Gov. Cox Obtains Control of WIOD

Conditional Sale at Estimated $200,000 Supplants Lease

CONTROL of WIOD, Miami, Fla., has been procured by the newspaper interests of James M. Cox, former governor of Ohio and 1920 Democratic presidential nominee, under a conditional sales agreement understood to involve approximately $200,000. The conditional sales agreement supplants a leasehold of the station arranged in September, but the control of the station passes immediately upon approval by the FCC from Jesse Jay, president of the Isle of Dreams Broadcasting Corp., to the Metropolis Publishing Co., which publishes the *Miami Daily News*, in which Gov. Cox holds controlling interest.

Gov. Cox' other newspaper, the *Dayton* (O.) *Daily News*, last September purchased WLBW, Erie, Pa., for approximately $75,000, and has obtained authority to move it to Dayton. Expected to begin operation about Jan. 15, the station has asked for a change in call letters to WHIO. It will become a basic outlet of the NBC-WEAF network. It operates on the 1260 kc. channel with 1,000 watts, and has been a CBS outlet at Erie. The actual licensee of the station is the Miami Valley Broadcasting Corp., of which James M. Cox, Jr., is president. In addition to the Messrs. Cox, other executives of the station include Ernest K. Steiner, Dayton realtor, who was active in arranging the station purchase, as director, J. L. Reinsch, commercial manager, and Robert H. Lingle, chief engineer.

Short-Wave Station

IN ADDITION to WIOD, which operates on 1300 kc., with 1,000 watts, the Cox interests also get control of the short-wave broadcasting station W4XB, operated in conjunction with WIOD. The equipment includes two 5,000-watt transmitters.

Mr. Jay, well-known broadcaster and sportsman, who relinquishes control of WIOD under the transaction, will remain as manager of the station for the present. Station policies, however, will be governed by the new board of directors. The conditional sales agreement, it is understood, may be exercised at any time during the two-year period. The agreement was consummated on Nov. 27 in Miami, subject to FCC approval between Messrs. Cox and Jay. Horace L. Lohnes was present as counsel for the Cox interests.

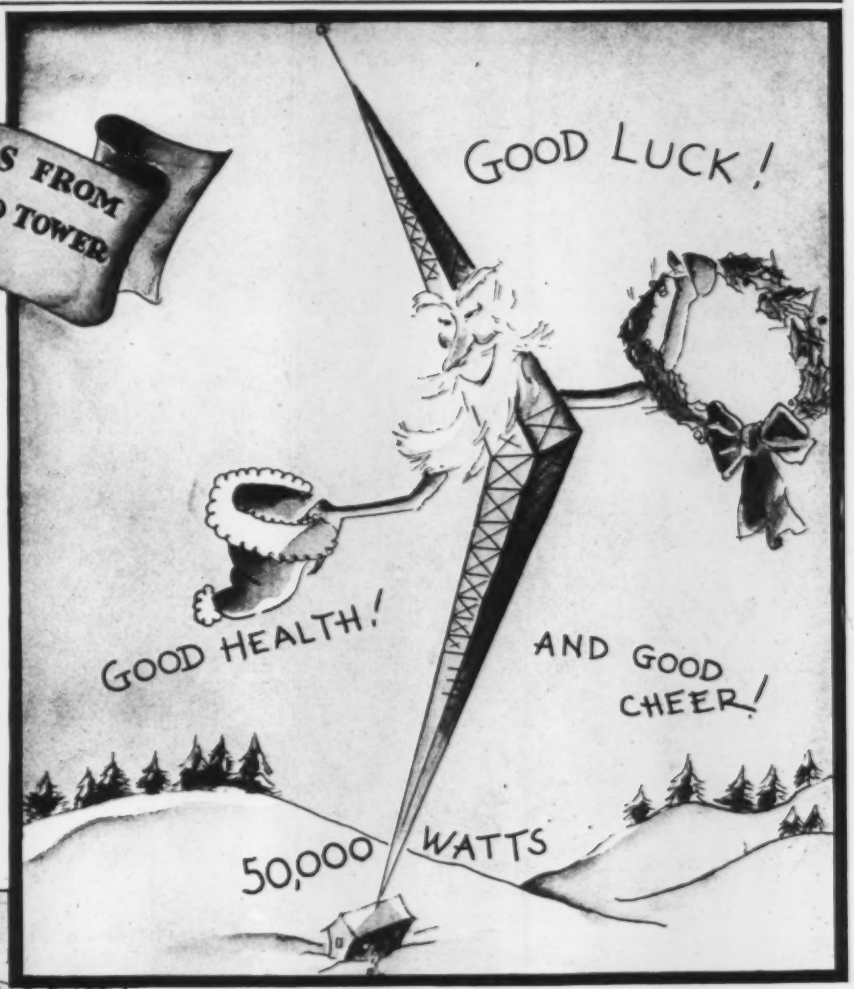
Cisler Leaves WSGN

STEVE CISLER resigned as general manager of WSGN, Birmingham, Ala., Dec. 8 and will assume charge of development of a half-dozen Southern stations to be operated from a central office. Announcement of the stations concerned will be made at a subsequent date, Mr. Cisler asserted, but it is understood that two of them will be WJBY, Gadsden and WRNA, Sheffield, Ala.

STRANGE FACTS ABOUT RADIO

A PROGRAM FOR EVERYBODY

6:30–7:30 EVERY MORNING C.S.T.... WITH PLENTY OF ZIP AND TANG! DON'T MISS IT XMAS MORNING!..... NOTE! RISE AND SHINE IS OPEN FOR SPONSORSHIP WITH EXCEPTIONALLY LOW RATES FOR GROUP ANNOUNCEMENTS. WRITE FOR DETAILS.



MOTOR PARADE CELEBRATES WSM'S "SALUTE TO SPRINGFIELD!"

WHEN WSM SALUTES A TOWN, THINGS HAPPEN! CARTOON SHOWS A MOTOR PARADE, TWENTY CARS STRONG, THAT CARRIED A MINIATURE WSM TOWER, WITH PLENTY OF SIGNS AND EXCITEMENT, THROUGH THE BUSINESS STREETS OF SPRINGFIELD, OHIO ON THE EVE OF WSM'S SALUTE TO THAT CITY. *RESULT?* MORE LISTENERS FOR THE PROGRAM—MORE RESULTS FOR THE SPONSOR! YOU OUGHT TO KNOW MORE ABOUT WSM!

NEW PROGRAM BUILDS *Influential* AUDIENCE

On September 1, 1934, a sales promotion man pulled his hand out of his bag of tricks, discovered that a large, important, *influential* market was being neglected—and proceeded to turn over 30 minutes each week of WSM's time and talent to establish America's first Radio Teachers' College. Discussions are held on health and academic subjects, speakers of national note presented from the WSM studio. Result—100,000 Teachers, one of the most *influential* groups in the WSM listening area, have now formed the habit of tuning WSM in regularly for both entertainment and instruction.

NEWS FLASH — "TRIAL BALLOON"

Not *news* is the fact that WSM is frankly dissatisfied with radio's stereotype merchandising. We are constantly testing, revising, reaching out for new methods. Latest "trial balloon" is the WSM News Flash, a news sheet in pictures now being placed by WSM's 3,000 field men in 6,000 drug and grocery store windows. Results to date — encouraging. Field men report increased neighborhood interest in WSM in 21 states. The "trial balloon" goes on!

NOT STRANGE IS THE FACT THAT **WSM**, WITH ITS 50,000 WATTS, CLEARED CHANNEL, NBC AFFILIATION, AND ITS UNIQUE MERCHANDISING METHODS IS RAPIDLY CARVING FOR ITSELF A SIGNIFICANT NICHE IN ADVERTISERS' HALL OF FAME. TIME IS NOW AT PREMIUM—WRITE TODAY FOR PROGRAM RELEASE AND OPEN TIME SCHEDULE.

650 Kilocycles NBC Affiliate

WSM

50,000 Watts Cleared Channel

EDWARD PETRY & CO., Exclusive National Representatives

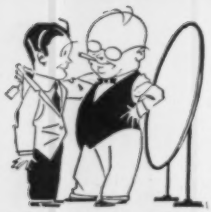
COUPONOGRAM!

WSM RINGS UP ANOTHER RECORD. 105,113 REQUESTS FOR SAMPLES FOLLOW SERIES OF PROGRAMS OVER WSM. ADVERTISER HIGHLY PLEASED WITH EXTENDED DISTRIBUTION AND INCREASING SALES. (NAME ON REQUEST)

A new factor in the movement of merchandise.
3,000 Field Men in 21 states are pulling for you!

Owned and Operated by THE NATIONAL LIFE & ACCIDENT INSURANCE COMPANY, INC., NASHVILLE, TENN.

WRVA



Dep't Store uses 204 programs in 9 months!

MOST department store buyers are hard-berled about advertising results. Sales plans must pan out instead of fizz out. So department stores use advertising mediums that produce sales. The nature of their business is such that they can check results immediately. Thalhimer Brothers, one of Richmond's largest department stores, is a consistent user of WRVA, and they used 204 programs on WRVA during the first nine months of this year. Including everything from washing-machines to whatchacallems!

Smoked Glasses on WRVA

IT IS significant that the Virginia Electric & Power Co., is using half-hour weekly "Better Light—Better Sight" programs on WRVA, and on *no other station*, although there are 4 other stations in their operating territory.

This survey is a knockout because it tells facts!

SURVEYS! Good old surveys! You know what we mean. But they *can* be interesting, truthful and convincing, if the investigators are instructed to get the truth. We did. We found that 84% of 4,653 people contacted in Richmond, Petersburg and Hopewell listen most to WRVA. But more than that—we found that WRVA was a favorite even a hundred miles from Richmond! Right smack in the primary listening area of another Virginia station, f'rinstance, 10% of those canvassed named WRVA first choice, 18% named WRVA second, 23% named it third! So 'elp us!

Represented by Paul H. Raymer Co.
New York Chicago San Francisco

"DOWN WHERE THE SOUTH BEGINS"

WRVA

RICHMOND, VA.

Cal-Aspirin Series On Seven Stations

CAL-ASPIRIN Corp., Chicago, on Jan. 2 will begin "The Life of Mary Sothern," Mondays to Fridays inclusive, 4:45 to 5 p. m., EST, over the Mutual Broadcasting System and three additional stations. In addition to the basic group of WLW, which will key the program, WOR, WGN and WXYZ, the stations added are WNAC, WCAE and WGAR. The account was placed through The McCord Co., Minneapolis agency, with merchandising handled by J. Ralph Corbett, Inc., Cincinnati, merchandising counsel for Cal-Aspirin.

The program began originally last summer over WLW as a sustaining feature, and after six weeks, during which it developed that the program was the third most popular daytime feature in Ohio, Indiana and Kentucky, it was purchased by the Cal-Aspirin Corp. Decision to extend the feature to a seven-station network was reached by sponsor and agency when a survey after 11 weeks on the air showed sufficient merchandise had been sold to justify the expansion. The program is declared to be an outstanding radio drama success. The author is Don Becker of WLW.

MRS. ADELAIDE B. WHITNEY, 28, wife of George A. Whitney, orchestra director, Happy-Go-Lucky Hour, KFRC, San Francisco, was killed in an automobile accident Nov. 24. Besides her husband, surviving are two children, Patti and George R. Whitney.

Getting First-hand Facts On West Coast Situation

"THE PACIFIC COAST represents an entirely different market in radio than any other part of the United States. In justice to their clients, Eastern space buyers should personally visit the West Coast before attempting to place accounts. After gathering first hand information, they would then have an entirely different conception of the relative importance of the Coast."

These pertinent facts summarize the opinion of Hubbell Robinson, Jr., of the radio department of Young & Rubicam, Inc., New York City, who spent several days in San Francisco early in December, while making a survey of the Pacific Coast radio situation. He stated that he had revised his entire opinion on the relative importance and popularity of Pacific Coast stations, a valuable asset in placing Eastern accounts.

Marrow Expands Campaign

MARROW MFG. Co., Los Angeles (shampoo) will expand its radio advertising during 1935, after a "very successful year," according to J. W. Marrow, president, who maintains his headquarters in Los Angeles. In addition to the NBC-Pacific coast network now being used, which will be continued during 1935, the company also will use transcriptions in those territories which cannot be economically served by network broadcasting, Mr. Marrow said. The account is handled by Hughes-Morton Agency, of Los Angeles.

KJR

5,000 WATTS

CLEAR CHANNEL

N. B. C. NETWORK SEATTLE WASHINGTON

A dependable station—one that dominates its market and consistently produces.

—o—

Since 1922 KJR has been a leader—an example for the others to follow.

—o—

Guaranteed time.

—o—

Highest power in Washington.

—o—

Fisher's Blend Stations, Inc., operating KOMO-KJR, Seattle, Washington.

—o—

For information consult

Edward Petry & Co., Inc.

New York Chicago
Detroit San Francisco

Air Dance Carnival Uses Special Setup

Double Shifts Required for WEAF in Biscuit Program

WHEN the National Biscuit Co.'s program "Let's Dance" over a nationwide NBC-WEAF network was begun Dec. 1, the studios in New York were kept open two and a half hours later than usual, and most of the eastern stations in the hook-up stayed on the air at least half an hour after their regular closing hour. WEAF itself shuts down regularly at 1 a. m., but is kept on the air until 1:30 by the new commercial, which runs three hours in each time zone.

A late staff of pages and studio employes is retained for two hours more, as the program does not end until three hours of dance music have been fed to the Pacific Coast, and stations there do not tie into the network until 12:30 a. m. EST.

The large auditorium studio, 8H, is used for the broadcasts. The stage is large enough to accommodate a full symphony orchestra, but it has to be enlarged on Saturday evenings to provide space for the three dance orchestras which participate in "Let's Dance." A double shift of announcers and engineers is required, since five hours continuous work would be too much for a single shift. Another unique feature is that the audience is allowed to enter and leave while the program is on the air—the only broadcast on NBC where this is permitted.

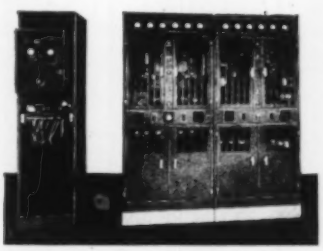
The opening broadcast was attended by many notable dancers and dance teams, and the "inaugural" party was held in the new Rainbow Room at the top of the RCA building.

Bearing out the idea that the program is designed to provide appropriate music for dancers everywhere, arrangements were made to have the inaugural broadcast picked up at sea and in the air for passengers in transit. A loudspeaker aboard the New York-Los Angeles air express tuned in on it, and received the music clearly. Travellers on the Canadian Pacific liner Empress of Japan in mid-Pacific heard it in time for tea-dancing, and in the Atlantic also, it was heard. McCann-Erickson, Inc., is the agency.

Romberg Releases Music

UNRESTRICTED use of original music composed by Sigmund Romberg, featured artist of the Swift Hour over an NBC-WEAF network, after he has had a chance to repeat it once, has been announced by Mr. Romberg. The composer is a director and assistant treasurer of the American Society of Composers, Authors & Publishers, now involved in an anti-trust suit filed by the Department of Justice. Under the Romberg plan, his Swift Hour music will be made available for other radio and general professional use, with no credit to the Swift program required for use of the music after the restrictions are removed. The first group of original Romberg numbers to be published comprises "My Mimosa," "Like a Star in the Night," "Devil in Disguise" and "Save My Heart."

This 250 Watt Station matches the big fellows in QUALITY!



Western Electric 250 Watt equipment at Station WPRO. Left: *220A Volume Indicator Panel and 59A Amplifier.* Right: *12A Transmitter and 71A Amplifier.*

WPRO, of Providence is one of many lower-powered stations using Western Electric 12A Transmitters and 71A Amplifiers. This equipment assures frequency stability and fidelity of transmission on a par with that of 50 KW stations.

The 12A is rated at 100 Watts. Its output can be stepped up by the 71A to 250 or 500 or 1000 Watts. All AC operated, controls, transformers and rectifiers are built in. Each cabinet takes up only 25″ x 36″ floor space.

Important features are: no rotating machinery — 100% modulation with minimum audio harmonic content — radiation cooled tubes — complete shielding — automatic starting — low installation and maintenance costs.

WPRO also uses Western Electric Dynamic Microphones and speech input equipment in its studios. For full details, write to Graybar Electric, Graybar Building, New York — or telephone Graybar's nearest branch.

Western Electric

RADIO TELEPHONE BROADCASTING EQUIPMENT

Distributed by GRAYBAR *Electric Company* *In Canada: Northern Electric Co., Ltd.*

A new way to create your own– *Individual*

Over 100 stations from coast to coast, plus stations in Hawaii and Australia, are associated in this wonderful new service to advertisers. Listeners to these stations are being treated to an unprecedented variety of the fastest, clearest programs on the air. With such programs these stations are winning greater and greater public approval. When considering radio advertising WATCH THE STATIONS WITH THE WORLD PROGRAM SERVICE.

WORLD BROADCASTING SYSTEM, INC. 50 W. 57th STREET, NEW YORK, N.Y.

SOUND STUDIOS OF NEW YORK, INC. (SUBSIDIARY OF WORLD BROADCASTING SYSTEM, INC.)

Other Recordi

XUM

...ual Programs with STARTLING ECONOMY!

In our studios (New York, Chicago, Hollywood) you can combine the World Program Service with any other features or material you desire. This effects an enormous saving of cost. At the same time it puts the clearest, finest numbers (any kind you choose) into your own individual program. The greatest radio talent is yours to use in this way. Talent that is so versatile you can call on it for the latest dances or songs, symphony selections, band numbers, marimba music, organ and instrumental music, everything whimsical, sentimental, stirring—and, when you *do* call on it, this amazing service responds instantly, fits into the pattern of your program perfectly; whether for a one minute show or a one hour show. Furthermore, your use o this new service will give you assurance that your broadcast will stand out in bold relief. It will appear on the air with clarity, depth and power. There is nothing finer. The possibilities are unlimited.

WORLD PROGRAM SERVICE

You can easily verify this. Communicate with the nearest World production studio and let us arrange an audition. You can find out what it costs. You can know exactly how it sounds.

Other Offices and Recording Studios at { 400 W. Madison St., Chicago, Ill. / 555 S. Flower St., Los Angeles, Cal.

BROADCASTING SYSTEM, INC.) WESTERN ELECTRIC LICENSEE

XUM

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and
Broadcast Advertising

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J. FRANK BEATTY, Managing Editor • BERNARD PLATT, Circulation Manager

Tugwell Warming Up

THE "BRAIN TRUST" build-up for new legislation to regulate the sale and advertising of food, drugs and cosmetics has begun rather early. Already the four leading proponents of rigid regulation of these basic industries have issued pronunciamentos acclaiming the need for action and predicting passage early in the next session. That quartet is Wallace, Tugwell, Copeland and Campbell.

What form the new proposed legislation will take is still unknown. There is some solace in the fact that these gentlemen have decided that there must be a new proposal. They learned only too well at the last Congress that drastic legislation, almost Socialistic in effect, could not pass.

Until the new legislation is introduced the industries which would be affected cannot decide upon their courses of action. For that reason we were somewhat amazed when officials of the Department of Agriculture hinted to the press that a large portion of the "more progressive" groups involved were falling behind the movement for new legislation. As we recall it, the same tactics were used last year prior to and even after introduction of the original Tugwell bill, which was so full of loopholes that most of its provisions were booted out entirely in the effort to salvage something.

All the fair-minded groups which would be affected can be expected to sanction sane, conservative legislation which will properly and more effectively regulate the sale and merchandising of certain commodities and exterminate the charlatans and quacks. Any plan to set up a dictatorship in the manufacture and advertising of such commodities should and will be vigorously opposed. Legitimate industry in these times should be encouraged, not hampered. Indeed, as we recall it, that is the spearhead of the administration's drive for recovery.

Westward Ho!

AT LAST an NAB convention is going West. In July or August the boys who make the kilocycles hum, flanked by their friends among the agencies and advertisers, will congregate either in Denver or Colorado Springs for the first of the mid-summer radio conclaves. Those lads from the West and the Pacific coast who have harped all these years about bringing the gang out to what they call "God's Country" have finally had their way.

Organizing the States

IF PLANS approved by the NAB Board at its meeting in New York are fulfilled, there will be 48 little "NAB's" in the United States, which will serve as state committees of the national organization. The board instructed its managing director, Philip G. Loucks, to cover the country and assist in organizing these state committees. Two of them—in New York and in Alabama—already have been formed and are functioning well. From the national viewpoint, the primary reason for these state organizations is that of checking legislative activities affecting radio. This is of vast importance in these times, when reformers of every ilk are snapping at radio. It is logical to expect these organizations to do much in the future toward solidifying the industry economically, and ridding it of objectionable rate practices and other repugnant activities.

Lessons From Abroad

AS CONFIRMED believers in the maintenance of a radio as free as the press, we find it difficult to envisage the United States coming to the same dolorous purposes of "Kulturpolitik" that Mr. Riegel, in his new book discussed elsewhere in this issue, describes as prevailing in Europe. The New Deal, with its alleged leftist tendencies, to our knowledge has never sought to control American radio and has repudiated any suggestions of government operation of our broadcasting stations. If President Roosevelt really wanted to control the radio, he probably could do it overnight under an obscure clause in the communications act which empowers the government to seize the operation of all stations not only in time of war or invasion, but in time of national emergency.

That phrase — "national emergency" — is manifestly open to widest interpretation; certainly the banking crisis of March 5, 1933, might have been construed as such an emergency, and probably many other crises since that date. Mr. Roosevelt didn't use the power when it was included in the old radio law, and he has made it plain he does not intend to use the power now. True, the existence of that clause, and the fact that radio stations are federally licensed, can be construed as a potential weapon hanging like a Sword of Damocles over the heads of the broadcast managers to "keep them in line"—but the fact remains that there have been few if any complaints by responsible leaders of any political censorship of American radio, and even President Roosevelt's "fireside chats" have been freely answered on the air by holders of opposite political convictions.

Another reviewer has found in Mr. Riegel's book this lesson: It should be important to liberals, who find an all-inclusive formula in the idea of government ownership, that "radio be kept free from 'totalitarian' uses even if the prize must be unesthetic programs, a multiplication of bunk and a reign of flapdoodle." We don't agree that American radio has fallen to so low esteem; but, at least, broadcasting can be cleaned up and is being cleaned up under the duress of popular opinion and demand.

The RADIO BOOK SHELF

THE AMERICAN Association of Advertising Agencies has released Section C of *"Market and Newspaper Statistics," Volume III*, a study directed towards helping space buyers determine the size and character of markets, the cost of reaching these markets with newspapers, the differential between local and national rates, and the amount of circulation obtained through inducements. Section C deals with the 46 cities over 100,000 population for which A.B.C. Audit Reports were issued for periods ended March 31, 1934. It is similar in form to Sections A and B, issued last July, which covered respectively the 37 cities having audits to Sept. 30, 1933, and the 22 cities having audits to Dec. 31, 1934. Section D, covering cities having audits for periods ended June 30, 1934, will be issued as soon as possible after audits are available.

The study, a valuable reference also for broadcast managers and account executives, is a part of a program for the advancement of newspaper advertising being conducted by the A.A.A.A. Committee on Newspapers, of which J. J. Hartigan, of Campbell-Ewald Co., Detroit, is chairman, and Lester M. Malitz, of Ruthrauff & Ryan, New York, is vice chairman. It gives figures on population, number of families, English reading persons, income tax returns, audited newspaper circulation, local rates, national rates, the differential between local and national rates, linage, and an analysis of sections of A.B.C. Audit Reports dealing with inducements.

THE SIXTH annual CBS *Teachers Manual and Classroom Guide*, compiled by Helen Johnson, broadcasting director of the American School of the Air, just published, describes reference work and active participation in subjects treated during the School of the Air programs on the CBS network. Included in contents are synopses of each day's radio projection, footnoted with music reference and visual aids, such as lantern slides, paintings and illustrated books; helpful publications, news bulletins, motion pictures, and vocational guidance bibliography.

The year's programs are listed in advance, with suggestions for their use in the school room. Other CBS educational features are listed as well as sponsored programs of outstanding educational value. A foreword is written by Cline M. Koon, specialist in radio education of the U. S. Office of Education.

We Pay Our Respects To —

CAMERON ELLSWORTH WYLIE

CAMERON ELLSWORTH WYLIE, general manager and general sales manager of the Don Lee Broadcasting System, received his advertising baptism at the early age of six, when he helped a specialty salesman tack tin coffee signs to telegraph poles. "Dick" Wylie held the tacks and passed the hammer. Despite various strenuous efforts in later years, Wylie has never been able to get the virus of advertising out of his system.

He was born in Helena, Mont., Feb. 25, 1896. Many of his early summers were spent at Yellowstone National Park, where his family owned and operated the Wylie Way System. He served in an ambulance unit during the war and still carries, as a souvenir, his ticket on the troop carrier *Leviathan*, calling for accommodations four decks below the water line.

After the war, he went to work as a reporter on the *San Francisco Examiner*. Almost at once he took a violent dislike to all forms of advertising when he saw some of his choice stories mercilessly chopped to make room for advertisements, but soon recognized that advertising must be a pretty important business. Wylie shortly began mulling over the idea of going into the advertising business when he saw many of his friends in that occupation sporting nice sleek cars. He has always had a passion for fine automobiles, but saw no possible way of promoting one on a salary of $100 a month.

So he discarded newspaper work and joined with Emil Brisacher as vice president of the Emil Brisacher & Staff advertising agency in San Francisco, now one of the foremost agencies in the country. He was instrumental in this association in promoting the Mah Jong craze which swept the country and thus justified his belief that the way to get a new automobile was to be an advertising man. He bought a snappy new roadster out of the proceeds accruing from the success achieved in promoting Mah Jong. His metamorphosis as an advertising man was finally complete.

He first became interested in radio in 1922 when he saw a group of people standing in front of an electric store, listening to a static-punctuated version of "Mother Machree," which was mysteriously coming from a little box. He and Brisacher thought there were advertising possibilities in the new fad and persuaded one of their accounts, a coffee company, to go on the air. That coffee company which pioneered West Coast radio advertising is still on the air, living proof of the effectiveness of the most modern of advertising media.

Subsequent to his agency experience, Wylie became associate publisher of *Game & Gossip* magazine, associated with S. F. B. Morse, president of the Del Monte Properties Co. In this capacity he formed wide advertising contacts throughout the country. Eventually he became bored with the limitations of a class magazine and took a job as manager of KGB, Don Lee station in San Diego.

While manager of the San Diego unit of the network, he achieved national prominence for a stunt he evolved when 12 navy planes were lost in a fog over the city. As soon as he heard that the planes were unable to locate the landing field, Wylie placed an emergency announcement on the air, asking the public to drive its automobiles to the field and encircle it so that the glare of thousands of automobile headlights would enable the planes to effect a landing. Radio listeners responded at once, with the result that every plane landed safely. This was one proof to him of the power of broadcasting.

Seven weeks after he became manager of KGB, Wylie was made general sales manager of the Don Lee Network and a year ago assumed also the duties of general manager of KHJ, the Don Lee station in Los Angeles.

Wylie believes that one of radio's greatest responsibilities is to serve the public with outstanding educational programs. Proving that he can practice what he preaches, he has been instrumental in bringing to the Don Lee Network an educational series sponsored by both the large California universities, Uni-

(*Continued on page 36*)

PERSONAL NOTES

JUDGE E. O. SYKES and Col. Thad H. Brown, of the FCC; M. H. Aylesworth and Richard C. Patterson, Jr., NBC; David Sarnoff and Maj. Gen. James G. Harbord, RCA, and Louis G. Caldwell, Washington radio attorney, were among the radio notables attending the winter Gridiron Dinner in Washington Dec. 8.

BURR E. LEE, formerly with Barron G. Collier, Inc., New York, has joined Universal Radio Productions, Chicago, in sales contact and program development. Mr. Lee's advertising and merchandising background is augmented by his practical dramatic experience, both as an actor and director of his own company.

LLOYD G. VENARD, formerly with the Stearns Advertising Co., Cleveland, has joined the sales staff of WGAR, Cleveland.

E. A. WEIR, of Toronto, formerly publicity director for Canadian Pacific Railway and Steamship lines, on Dec. 1 was named Canadian representative for Earnshaw Radio Productions, Los Angeles.

PERCY BOYD, formerly with KDKA, Pittsburgh, is now manager of the new WHJB, Greensburg, Pa., with Robert Thompson, of WJAS-KQV as commercial manager, and Vincent Kroen, well known in Pennsylvania music circles, as program director.

BLAKLEY QUIN, account executive, KJBS, San Francisco, and Mrs. Quin, are the parents of an 8-pound son, Scott Blakley Quin, born Dec. 3.

STANLEY R. BATEMAN, sales director of WKRC, Cincinnati, is convalescing after a serious illness.

C. P. MacGREGOR, president of MacGregor & Sollie, Inc., electrical transcriptions, San Francisco, discussed "How Direct Mail Advertising Ties In With Radio Advertising" Nov. 22 before the round table of the Northern California Second Annual Direct Advertising Conference and Exhibit.

D. C. STORRS, formerly with Postal Telegraph, has joined the sales staff of KFOX, Long Beach, Cal., working out of the Los Angeles office.

JOSEPH CATANICH, former manager of Otto K. Olesen Sound Studios, Hollywood, has joined the Freeman Lang Studios as sales manager.

PAUL HEITMEYER has resigned as manager of KGW and KEX, Portland, Ore., and is now in San Francisco. He was succeeded in the north by Larry Allen, who was assistant manager of the stations.

RAY LEWIS, former commercial manager of KGGC, San Francisco, has joined the sales staff of the Northern California Broadcasting System (KJBS and KQW).

SIDNEY L. DIXON, manager of local sales, NBC, San Francisco, and Mrs. Dixon are the parents of an 8¼-pound son, born Dec. 2. He has been named Laurence Fergin Dixon.

WILLIS B. PARSONS, formerly with Robert E. Ramsey, Inc., has been appointed to the NBC sales promotion staff.

FRANK MASON, NBC vice president, and Fred Willis, educational director of CBS, were among the guests at a dinner given at the Lotus Club in New York Nov. 27 by Karl A. Bickel, president of the United Press, in honor of Jacob Doletzky, managing director of the Tass Agency, Soviet Russia's big press association.

H. K. CARPENTER, general manager of WHK, Cleveland, spoke before the North Olmstead, O., Kiwanis Club Nov. 27 on radio advertising.

PHILIP G. LASKY, director of KDYL, Salt Lake City, has been selected as guest lecturer for the University of Utah extension course in advertising for a second year. He represents the Salt Lake Advertising Club, of which he is president.

BEHIND THE MICROPHONE

MARVIN MUELLER, announcer at KMOX, St. Louis, is recovering from a fractured knee, injured in an auto accident. Arthur J. Casey, lecturer and producer, has joined the KMOX production staff. France Laux, sports announcer and chief announcer at the station, addressed the Big Ten University Club banquet Dec. 3 at Alton, Ill.

H. BRUCE FOUCHE, from the Jersey City *Jersey Journal*, and Dorothy Haas, of the *Newark Star-Eagle*, have joined the press department of WOR, Newark, of which G. Wilfred ("Johnny") Johnstone was recently appointed director.

JOHN F. ROCHE of the CBS press department has been assigned to handle institutional publicity. H. Allen Smith, formerly with the United Press, has taken his place.

MRS. HELEN P. BALDWIN, mother of Douglas Baldwin, announcer of WCCO, Minneapolis, died Nov. 30 from a heart attack.

PIERRE ANDRE, WGN announcer, has been informed by C. H. Ferguson of Georgetown, Ky., that a horse in the famous Ferguson stables has been named after him.

HARRY VINCENT, production man at KGFJ, Los Angeles, also is announcing a morning period daily on KTM, Los Angeles. Eddie Chase, who has been in Chicago several months, has returned to his old post.

HARRY JAMES, formerly public relations director for Radio Release, Ltd., Hollywood, has been named "The Utopian Messenger" for programs on KMTR, Los Angeles.

BOB SWAN, announcer for five years at KHJ, Los Angeles, has resigned to free lance. Robert Sherwood takes his place.

JAMES GOSS, formerly with various Chicago stations and both NBC and CBS, has joined the announcing staff of WLW, Cincinnati.

LOUIS SCHAEFER, who has been free lancing for the last year, has joined the announcing staff of WKRC, Cincinnati.

E. A. McINTOSH, program director at WWNC, Asheville, N. C., is father of a son born Thanksgiving Day.

WAYNE SHOEMAKER, script writer at WHAM, Rochester, has been covering New York State police barracks collecting material for radio dramatizations of the police.

STANLEY SHAW, member of the announcing staff of WNEW, Newark, and formerly with KYW, Chicago, and WACO, Baltimore, and Gloria Garcia, Baltimore dancer, were married Nov. 30 at Stephens Church, New York.

JACK NEDELL, formerly of WHOM, Jersey City and WEVD and WHN, New York, has joined the staff of WGBI, Scranton, Pa., in charge of the special programs department.

JULIAN PETRUZZI returned Dec. 1 to WHK, Cleveland, as continuity writer and relief announcer.

E. D. HARVEY, with WISN, Milwaukee, since last May, has returned to WCAE, Pittsburgh succeeding David Olson as program manager. Olson becomes production manager. Miss Katherine O'Donnell has joined the program department.

KATHERINE FIELDING has been added to the Chicago CBS staff as secretary to Robert Kauffman, CBS publicity head for the mid-western division.

PHILIP SANBORN BROOK, recent graduate of St. Lawrence University, has joined the announcing staff of WGY, Schenectady. John Sheehan, tenor soloist at the station, succeeds William Rose as announcer, Mr. Rose having been ordered to take a rest due to illness.

XUM

CAPEN EAMES, assistant manager in charge of daytime programs for the Western Division of NBC, has returned to San Francisco after a one-month tour of the Eastern states where he presented daytime features of the Pacific Coast network to agency executives.

MILTON WOOD, former NBC announcer, San Francisco, has joined KOIN, Portland, Ore.

FRED LANE is a new addition to the Northern California Broadcasting System's announcing staff. He will alternate as announcer between KQW, San Jose, and KJBS, San Francisco.

ARTHUR GORDON, New York talent manager, opened offices in Beverly Hills Dec. 5 to handle radio, stage and screen talent.

ELBERT HALING, publicity man for Southwest Broadcasting System, resigned Dec. 1 to take over publicity at WFAA, Dallas.

IRVING MITCHELL, until recently production manager for Freeman Lang sound studios, Hollywood, has joined the staff of KFWB, Hollywood, as producer and director of the "American Caravan" program, written by Kay Van Riper.

VICTOR NOBLE, radio editor of the *Los Angeles Evening Post*, was seriously injured in an auto accident late in November. Harold Bock, Los Angeles press representative for NBC, acted as pinch-hitter for Noble during his convalescence.

WILLIAM DAVIDSON, announcer at KMTR, Los Angeles, and formerly with KSTP, St. Paul, is giving a singing program once a week, his first vocal effort on the air.

JERRY DALE, administrative assistant in the NBC Hollywood studios, resigned Dec. 1 to enter film publicity.

New Static Suppressor

HARMONIC radiations which have proved so detrimental to efficient reception of stations that the FCC has issued rigid regulations governing the maximum degree of such spurious emissions, apparently have met their Waterloo at the new KYW transmitter in Philadelphia. Westinghouse engineers have designed the static shield, pictured above, which they contend prevents the unwanted harmonic frequencies from getting out into the ether and causing the whistle often heard when the harmonics of a local station signal get mixed up with the fundamental signal of a weaker distant station.

IN THE CONTROL ROOM

JOHN P. TAYLOR, transmitter sales engineer of RCA Victor Co., Inc., Camden, N. J., is making good progress toward recovery from an illness suffered early this year. He is recuperating at Albequerque, N. M., and is expected to return to his office in the Spring.

LIEUT. E. K. JETT, assistant chief engineer of the FCC in charge of short waves, on Dec. 10 was elected chairman of the Washington section of the Institute of Radio Engineers. Chester L. Davis was named vice-chairman; Warren B. Burgess, secretary-treasurer.

GEORGE MEYERS has been appointed chief engineer of WHJB, Greensburg, Pa., new station operated by the operators of WJAS and KQV, Pittsburgh. The station was installed by Walter McCoy, WJAS-KQV chief engineer.

DONALD A. WELLER, formerly of Electrical Research Products, Inc., and WMAQ, Chicago, has joined WISN, Milwaukee, as chief engineer.

W. ARTHUR RUSH, head of the electrical transcription department of RCA Victor Co., Hollywood, on Dec. 1 was appointed head of the phonograph department. He will have charge of both departments.

FRANK KERN, formerly engineer at WPG, Atlantic City, and now at WHAT, Philadelphia, was married Nov. 27 to Miss Katherine E. Kenney, of Endicott, N. Y.

WILLIAM E. SYMONS, formerly with WMBD, Peoria, Ill., has joined the technical staff of WLW. Besides being an engineer, he is a violinist and played two seasons in the Indianapolis Symphony orchestra.

D. E. REPLOGLE, formerly with the DeForest Radio Co. and later with Hygrade-Sylvania Tube Co., has joined Communications Engineering Co., New York.

HARVEY WILLETS, of the technical staff of the Hollywood Branch of RCA Victor Co., Inc., on Dec. 1 was transferred to Mexico City, where the company has opened a new branch. He will have charge of recording equipment installation in Mexican stations.

J. C. EDDY, former operator for the United Fruit Line has become station operator of WBZA, Springfield, Mass. Mr. Eddy was associated with WEAF in 1926 and 1927 and since that time has been with the United Fruit Line.

W. MILTON-KING, formerly in charge of emergency employment service for the Institute of Radio Engineers, now is chief engineer of WNEL, San Juan, Puerto Rico.

R. H. (Bob) STROUD has been appointed sales representative of Hygrade Sylvania Corp, for the Kansas City territory, it is announced by Stanley N. Abbott, sales manager. He was formerly convention manager for Atwater Kent and is well known through the Middle West.

LEO M. KENNETT, manager of WSBT, South Bend, Ind., is negotiating for the purchase of WHBU, Anderson, Ind., local operating on 1210 kc., with 100 watts. Negotiations are being handled through the courts by virtue of the failure of a banking institution which had title to the station.

Operating Staff of Eight Is Appointed for KYW

APPOINTMENT of an operating staff of eight for KYW, Westinghouse station which began operation in Philadelphia Dec. 3, was announced Dec. 14 by Walter C. Evans, manager of the radio department of Westinghouse. E. H. Gager, who has been in charge of construction of the station, has been named plant manager. He was assistant superintendent of the Commonwealth Edison Co., Chicago for 19 years, and from 1922 to 1925 was associated with KYW in Chicago. For four years he was chief engineer of WENR, Chicago. In his new post he will have complete technical supervision of studios and plant of KYW at its new location.

A. C. Goodnow, formerly studio supervisor of KDKA, has been assigned the same post at KYW. Control operators include F. M. Sloan, formerly KDKA, and I. N. Eney and C. E. Donaldson, from WBZ. J. J. Michaels, formerly chief operator of KYW in Chicago, has assumed the same post at the Philadelphia location. His operating staff includes Bernard Clark and W. C. Ellsworth, both Westinghouse engineers, and Bryan Cole.

Design of WGN Theatre Is Marked by Simplicity

FIRST PRIZE of $2,500 in the nation-wide contest of WGN, Chicago, for a design to be used in its theatre, part of the new half-million dollar broadcasting plant, was awarded to Ernest A. Grunsfeld, Jr., Chicago architect. With simplicity the keynote, the winner submitted a design in soft silver and powder blue for the ceiling, proscenium arch and walls, with doorways and seats in deep morocco red.

In all, 189 designs were submitted, and prizes totaling nearly $5,000 were awarded. The theatre will seat 600 and will lack any sort of ornamental projection, although a set-back treatment will be used for the ceiling.

KGMB Head Retires

A. HENLEY, veteran telephone and radio man who has operated KGMB, Honolulu, CBS affiliate, almost from its inception in 1929, on Dec. 1 retired from that post and from business generally, at the age of 66. He was succeeded by Fred Hart, former owner of KQW, San Jose, Cal. Mr. Henley went to Honolulu in 1922 after retiring from the A. T. & T., after 25 years of service. He stayed in retirement for six years and then took over KGMB. In boyhood he started his career as a telephone operator.

CLARK-HOOPER, Inc., 240 Fifth Ave., New York, is conducting a nation-wide telephone survey of about 90 network programs to determine listener familiarity with sponsors and products, the undertaking being supported by 15 agencies, three advertisers and four publishers.

YARDSTICK

The National Advertiser likes to follow the Retail Advertiser's choice of medium in buying local coverage. For obviously, the man-on-the-ground is best able to make comparisons from every angle and will certainly make the best possible "buy" with his own dollars.

In Nashville, nine-tenths of the retail advertisers now on the air are using WLAC. National advertisers who want to cover the Nashville area can safely follow their example.

For spot announcements or full programs—

J. T. WARD
Vice President

National Representatives
Radio Sales, Inc.

WLAC 5,000 watts

Nashville, Tennessee

"IN THE HEART OF THE TENNESSEE VALLEY"

Member Station Columbia Broadcasting System

World Broadcasting System Program Service

FREE & SLEININGER
DEPENDABLE
Radio Station Representatives
NEW YORK CHICAGO DENVER
LOS ANGELES SAN FRANCISCO SEATTLE

Hamilton, Ont., Station, CHML, 50-watts, Bought By Senator A. C. Hardy

By JAMES MONTAGNES

CHML, 50-watt station of the Maple Leaf Radio Co., Ltd., operating on 1010 kilocycles at Hamilton, Ont., was sold early in December to Senator A. C. Hardy of Brockville and Ottawa, for an undisclosed sum. Senator Hardy, a prominent politician, told BROADCASTING that the station was bought for his 24-year-old son, and that the staff would remain the same. No plans have been made as yet to increase the power of the station, and the Senator expects that his son will go more vigorously after commercial programs.

Since a Federal election is to be held soon in Canada, Senator Hardy's acquisition of the station immediately linked it up with the forthcoming campaign, but the Senator stated that the station was bought purely as a business proposition and that politics had no bearing on the purchase.

Incidentally, the political campaign has started with Premier Bennett's radio address from Brockville, Ontario, and though his party is in power it is understood that commercial rates were paid for the use of all stations, including those of the Radio Commission. The possibility that some free time may be given to all parties in the election over Commission stations exists, but it is understood that no party will be able to use the government-owned system to its own advantage and that commercial rates will prevail for all such time.

Plot for Esso Program Also Is Used on Stage

ESSO MARKETERS, representing the Standard Oil Companies of New Jersey, Pennsylvania and Louisiana, and the Colonial Beacon Oil Co., began a half-hour dramatic program Dec. 7 entitled "The O'Flynn" over a basic CBS network with southern supplementaries added. During the 13-week series, episodes in the career of the colorful Irish chieftain of the time of William of Orange will be enacted, while the play of the same name is running at the Broadway Theatre in New York. The stage show opened Dec. 11, and it is understood that Standard Oil is interested in this also, perhaps with a view to road tours after the Broadway run. The company meantime had engaged Guy Lombardo to play one-night stands in some cities, the shows for several days being free to holders of auto driving licenses. Admissions now are charged.

"The O'Flynn" series is in the form of musical comedy, both on the stage and on the air, though with the dramatic action having greater relative prominence in the broadcasts. Russell Janney is producing both, and the same cast will be used. The book and scripts are being written by Justin Huntly McCarthy, and the music by Franklyn Hauser. McCann-Erickson, Inc., handles the account.

DR. W. B. MAYO Laboratories, Los Angeles medical products organization, in November undertook a test campaign over the Don Lee System, through the Tom Wallace Agency, Los Angeles.

The Only and Best Way to Completely Cover the Entire State

MICHIGAN RADIO NETWORK

8 Stations in Michigan's 8 largest cities. Primary coverage of 85% of a territory with over 4,000,000 population.

WBCM Bay City
WFDF Flint
WJIM Lansing
WIBM Jackson
WELL Battle Creek
WKZO Kalamazoo
WOOD Grand Rapids
Key Station
WXYZ Detroit

A Merchandising Service that actually *Sells* your Products. GIVEN FREE!

What we promise—we fulfill. Our efficient and experienced sales organization will get DISTRIBUTORS for you—SELL YOUR MERCHANDISE—CHECK CREDITS—HANDLE DEMONSTRATIONS—PLACE DISPLAYS. Absolutely free. This plan is now in use, and has been approved by national advertisers for almost two years. It is a tested success. Wire or write for details.

$125.00 per quarter hour—daytime.
$200.00 per quarter hour—evenings.

KUNSKY-TRENDLE
BROADCASTING CORPORATION
(*Owners and Operators of Station WXYZ*)
DETROIT, MICH.
300 Madison Theatre Bldg.
CHICAGO: WM. G. RAMBEAU, Manager
360 N. Michigan Avenue

"WE'RE FROM MISSOURI . . . where are you from?"

Yes, sir, when it comes to surveys, "We're from Missouri . . . we want to be Shown"!

Well, this is how ERNST & ERNST (the internationally recognized firm of Accountants and Auditors) answered our challenge:

"For seven consecutive days, October 16 to October 22, 1934, between 7 A. M. and 11 P. M., our staff of investigators asked 20,408 Minneapolis and St. Paul families this simple question: "WHAT STATION ARE YOU LISTENING TO?" . . . obtaining the following results:

50.1% said K S T P
36.5% said Station B
6.0% said Station C
4.5% said Station D
2.9% other Stations

From 12 Noon to 5 P. M., STATION B shows an average of 32.8%

From 12 Noon to 5 P. M., K S T P shows an average of 50.1% or about

60% GREATER

From 9 to 10 A.M., ratings show K S T P averages 58.1%—or about

2 TIMES GREATER THAN STATION B
10 TIMES GREATER THAN STATION C
15 TIMES GREATER THAN STATION D

You are entitled to be "shown"

. . . therefore CERTIFIED COPIES OF THIS SURVEY are available for your inspection at each of our branch offices.

And for CERTIFIED FACTS on which to base your expenditures in the Minneapolis-St. Paul Trade Area, just ask: FORD BILLINGS, General Sales Manager, K S T P, Minneapolis, Minn. . . . or our NATIONAL REPRESENTATIVES: Paul H. Raymer Co., in NEW YORK . . . and Greig, Blair & Spight, Inc., in CHICAGO, DETROIT, SAN FRANCISCO.

KSTP

MINNEAPOLIS—ST. PAUL

DOMINATES THE 9th U. S. RETAIL MARKET

How Broadcasters Can Get Publicity In Smaller Towns

WAVE Stages Local Salute Programs With Good Results

By HARRY SULLIVAN
Publicity Director, WAVE, Louisville

THAT THE NATURAL antagonistic attitude of the small-town newspaper toward radio as an advertising competitor can be overcome and friendly cooperation attained has been demonstrated by the publicity department of WAVE, Louisville.

With sublime ignorance but simple faith, WAVE's publicity department upon the station's birth last January, began sending to neighboring small-town newspapers the usual newspaper publicity releases. Imagine the chagrin when week after week there was nothing to clip!

This same obstacle undoubtedly has been met in every part of the United States between radio stations and the newspapers. The reason is that the small-town newspaper is of the opinion that radio programs sponsored by national firms have cut into its advertising revenue—at least if a cross section of the opinion of Kentucky editors within a 75 mile radius of Louisville is any criterion.

To succeed, the publicity department of WAVE had to overcome this obstacle. But how? Not by gags, or stunts!

It was done. Today the 30 newspapers in towns of 1,000 or more population, within a 75-mile radius of Louisville, print consistently week after week, a 9-inch article giving WAVE highlights for a week, with a head line "WAVE-NBC Radio Highlights, Week of——." That other radio stations might profit by the trials of WAVE's publicity department and earn the good will of their immediate outlying communities, this story is written.

First of all, publicity stories about the station, its programs and artists were sent to these newspapers serving more than a million souls. Very little publicity followed. Anxious to locate and diagnose the difficulty a form letter was mailed. This letter was a simple questionnaire. It asked: Can you use WAVE publicity; do you prefer mats? Metal? About how much? What is your dead-line? Do you object to sponsor's names being mentioned? If a mat is sent to you *regularly*, on time for your dead-line, could you use it?

This questionnaire brought few replies. It was followed by a similar one with a three-cent stamp enclosed. This brought 100 per cent response. Perhaps most radio men do not know the struggles the owner of a small newspaper must go through to make his paper show even a small profit.

At any rate, the mats are made by WAVE, mailed to 33 newspapers week after week with deadly consistency that reaches the newspaper composing room in plenty of time for its deadline. If a newspaper says it can use metal it gets metal. If it prefers copy that's what it gets. If it wants mats, mats it is. That gets the publicity.

But what about good will? Just this. The publicity department suggested to the station management that a program of not less than a half-hour, comprised of station staff talent, should be presented once each week as a salute to Louisville's neighboring cities. That plan was agreed upon.

It was the publicity's department's idea that the station's own talent should present the program. To this department's amazement, a misunderstanding resulted in the case of the first town saluted—Seymour, Ind., 55 miles north of Louisville—and the town brought into the station a 30-minute written continuity, artists, guest speakers and the mayor. T. Perry Wesley, editor of *The Seymour Tribune* started the ball rolling. He managed everything. It was, and still is, the idea of WAVE to work through the editor of the newspaper for all programs. The newspaper is requested to take all credit for the program, to invite the guest speaker and artists, and is mentioned on the program as its instigator. Seymour provided a program that amazed WAVE officials. It was splendid. Other towns followed suit.

Each editor not only brings the highest ranking public official as guest speaker, but provides artists and has given the program advance publicity.

For instance the "Bedford (Ky.) Salute" was given Tuesday night, October 16, 7:30 to 8 p. m. The following day's issue of *The Trimble Democrat*, edited by Keith H. Wood, who had previously said he wouldn't use radio publicity, carried a one and a half-column story on the front page, and the 9-inch weekly highlight program mat.

The Bedford community picture show had been postponed until the program was over, and Bedford confectioneries, business houses and homes were crowded with interested listeners.

Sheepish Radio

WHEN the temperature in the cooling system of the 50-kilowatt transmitter of WHAM Rochester started skyward recently at an alarming rate, Operators Charles Snyder and "Yo" Seiler did some quick investigating. They found a weary sheep swimming nonchalantly in front of the cool-water outlet of the outdoor spray pond. The sheep was hoisted out of the pond, hung up to dry, and the cooling system resumed cooling.

KENTUCKY COLONEL—Carleton Smith, NBC's presidential announcer, is showing his commission from Gov. Laffoon, awarded while he was handling President Roosevelt's recent broadcast from Harrodsburg, Ky.

Code Authority Studies New Congoin Disc Series

CONGOIN Co., Los Angeles manufacturers and distributors of a health beverage product, has placed a 15-minute transcription on 16 coast stations, through Lockwood-Shackelford Co., Los Angeles agency. In November the company made a test of transcriptions, following live broadcast on four Southern California stations. At the conclusion of the 26 transcriptions a new series will be launched in January on about 100 stations. Freeman Lang studios will do the recording.

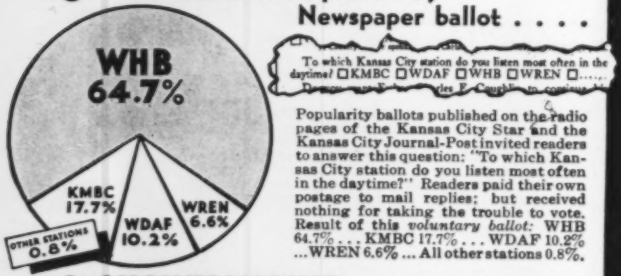
James W. Baldwin, executive officer for the code authority, announced that he had received many letters from stations that the Congoin Co. proposes to furnish to stations a series of 26 transcriptions at a cost to the station equal to the value of time consumed in broadcasting them, with the understanding that each station reaching its quota of inquiries will receive an order for 52 additional periods. This was described by Mr. Baldwin as a violation of that section of the code which prohibits free time. The Code Authority is investigating the entire matter and will issue a formal bulletin upon its completion.

WMFJ are the call letters assigned by the FCC for the new local station at Daytona Beach, Fla., authorized on Nov. 27 upon application of W. Wright Esch. Simultaneously, the FCC authorized WQDX, Thomasville, Ga., to change its call to WPAX.

RADIO STATION REPRESENTATIVES
WALTER BIDDICK CO.
568 Chamber of Commerce Bldg., Los Angeles
601 Russ Bldg., San Francisco
3326 Stuart Bldg., Seattle
619 Charles Bldg., Denver

KANSAS CITY'S
DOMINANT DAYTIME STATION

1 POPULARITY proved by Newspaper ballot . . . .


WHB 64.7%
KMBC 17.7%
WDAF 10.2%
WREN 6.6%
OTHER STATIONS 0.8%
To which Kansas City station do you listen most often in the daytime? ☐KMBC ☐WDAF ☐WHB ☐WREN ☐.....

Popularity ballots published on the radio pages of the Kansas City Star and the Kansas City Journal-Post invited readers to answer this question: "To which Kansas City station do you listen most often in the daytime?" Readers paid their own postage to mail replies; but received nothing for taking the trouble to vote. Result of this *voluntary ballot:* WHB 64.7% . . . KMBC 17.7% . . . WDAF 10.2% . . . WREN 6.6% . . . All other stations 0.8%.

2 SHOWMANSHIP proved by Variety's Community Ratings . . .

WHB, which was ranked second by Variety last April, was advanced to *first place* in the October Variety rating.

3 COVERAGE proved by United States Dept. of Agriculture Survey . . .

WHB broadcasts the department's official livestock market reports. A coverage map prepared by department officials shows that listeners hear WHB regularly in the primary area around Greater Kansas City, and in such excellent markets as Topeka, Leavenworth, Parsons, Pittsburg, Salina, Arkansas City, Atchison, Chanute, Emporia, Ft. Scott, Independence, Manhattan, Ottawa and Lawrence, Kansas; and in St. Joseph, Joplin, Springfield, Sedalia, Carthage, Nevada, Warrensburg, Independence, Columbia, Jefferson City, Moberly, Booneville, Excelsior Springs, Marshall, Cameron, Lexington, Trenton, Chillicothe and Clinton Missouri.

WHB FREE
Write for copy of 64-page booklet—"Dawn-to-Dusk with WHB", including data on popularity poll, showmanship ratings and coverage survey.
DON DAVIS, President
JOHN T. SCHILLING, Gen. Mgr.

WBNX
MARKS THE SPOT
BROADCASTING CENTER

A station 200 times the wattage of WBNX provides only three-fourths the population afforded by WBNX's primary service area.

Accordingly, per capita cost on WBNX is considerably lower than elsewhere. The savings will interest you.

SEND FOR DETAILS TODAY
WBNX • New York

Two Big Accounts Try Talent Contest

Three New York Stations Also Combing Amateur Ranks

TWO NETWORK accounts, Hudson Motor Car Co., and RCA Radiotron Co., Inc., have adopted talent contests for their broadcasts.

The Hudson account on 74 CBS stations, which has been placed by Brooke, Smith and French, Inc., Detroit, introduces a new technique in tying in national advertising for the car with local dealer advertising. Talent contests will be held weekly, shortly after the start of the program, in major cities. Local judges will select from available local talent, professional and amateur (regular network performers being excluded) ten acts for Kate Smith to hear. These will be auditioned for her on Friday afternoon in their home city, and she will select two winners.

Local Auditions

THE SAME NIGHT she will be heard over the local CBS station in a 15-minute broadcast sponsored by the Hudson dealer in the town. During this program she will announce the winners of the audition, but they will not take part in the program. They will, however, be heard on the nation-wide broadcast 17 days after the audition at which they are selected. On these programs, in addition to Miss Smith and the audition winners, there will be heard Jack Miller's Orchestra and the Three Ambassadors.

The tie-in with the dealers in individual cities is strengthened because of the proviso that entrants for the auditions must register with the dealers instead of with the radio stations direct.

Radiotron Contest

STARTING Dec. 15, RCA Radiotron Co., Inc., Camden, N. J., is presenting a new series over an NBC-WJZ network entitled "Stars of the Future," in which new performers will be presented each week for nine weeks. Semi-finalists will be heard again and at the thirteenth broadcast the two winners will be featured. The committee of judges will consist of Lawrence Tibbett, Paul Whiteman, Gladys Swarthout, Jessica Dragonette and Frank Black. A "Radio City Award," an RCA-Victor recording contract and other prizes will be given the two winners.

WHN, New York, under the direction of Major Edward Bowes, has for some time been conducting a weekly "amateur hour," in which every imaginable type of performer and would-be performer is given an opportunity to demonstrate his or her ability. The audience ballots on the acts presented, and the winner each week is virtually assured of a try-out in both vaudeville and radio. The program has attracted a great deal of attention—largely because of its spontaneity. Even though each individual number has been rehearsed ad nauseam by the aspirant for radio honors, the show as a whole, under Major Bowes's direction, is definitely and obviously impromptu.

The "Gay Nineties"

At WINS, an entirely original idea is being tried out, also with great success. Two afternoons weekly a dramatic program is presented, lasting half an hour, dealing with life in the "Gay Nineties," written by the program director, Roland Bradley. The show is cast entirely with amateurs, selected from those who write in to the station and ask for a chance in dramatic productions. When the script calls for musical numbers, these also are given by amateurs.

WMCA, New York, invades Harlem for its amateur show, staging an hour of variety from midnight to 1 A. M. each Wednesday with colored talent only. Performers who have been particularly well received in broadcasts to date have received vaudeville contracts.

Radio Pain Killer

NEXT to gas and novocaine, radio provides a dandy way to cut down just about half of the agony of the dental chair. At least that is the conclusion of three New York dentists, who have been letting patients make their appointments when their favorite radio stars are on the air. Just to make it extra effective, a photograph of the star is placed where the patient can get a good look at it.

Pipe Program Extended

LARUS & BRO. Co., Richmond, Va. (Edgeworth Smoking Tobacco), operators of WRVA, Richmond, have added another station to their list carrying the "Corn Cob Pipe Club of Virginia." Beginning Dec. 10, WOR, Newark, carries the late edition of the program along with WLW, Cincinnati. WRVA, Richmond, carries the show at 8 p. m., and pipes the second show via A. T. & T. lines to WLW and WOR. Batten, Barton, Durstine & Osborn, Inc., New York, handles the account.

Sparton Continuities

CATERING to the belief of many radio fans that they could write better commercial continuity than the ones they hear, Sparton Radio Co., Jackson, Mich., gave the fans a chance and now finds itself swamped with letters. Eight-tube sets are given for best announcements and the contest will be continued for several weeks. United States Advertising Corp., Toledo, handles the account. The program is broadcast over an NBC-WJZ network Sundays at 6:15 p. m.

New Production Concern Formed in Los Angeles

EARNSHAW Radio Productions has been formed in Los Angeles by Harry A. Earnshaw, who, as president of Earnshaw-Young, Inc., was writer or producer of a score of notable transcription successes including "Chandu," "Black and Blue," "Count of Monte Christo" and western chain programs including the "Adohr Opera of the Air," "Folgeria," "Omar Khayyam," "Tapestries of Life" and others.

The new organization, with headquarters in the Petroleum Securities Bldg., will be headed by Mr. Earnshaw. G. O. Sebree will be general sales manager and R. E. Messer auditor. The firm will be represented in Philadelphia by Cox & Tanz; in Toronto by E. A. Weir and in New York City by A. P. Cox. On Dec. 1 the organization started the "Short Story of the Air," with production at the Freeman Lang sound studios in Hollywood. Thirteen episodes of the 15-minute discs will be ready for December release with others on production for January schedule.

Will "U" Read It?

September 18, 1934.

Mr. J. M. Gilliam, President,
Sabine Broadcasting Co., Inc.,
Beaumont, Texas.

Dear Mr. Gilliam:

We signed our first advertising contract with you November 28, 1932, at $60.00 per month. Later we increased it to about $225.00 per month and on June 20th, of this year, we increased our budget, for radio advertising, to approximately $400.00 per month.

Regardless of the fact that only about 20% of your potential listener audience are potential buyers of our product, the results have far exceeded our expectations.

We take this opportunity of expressing our appreciation to the personnel of your sales promotion department for the wholehearted assistance and co-operation given in the promotion of increasing our distribution through the wholesalers and retailers.

We are convinced that the personal contact, through your sales promotion department, with the wholesaler and retailer, is largely responsible for the results obtained. The retailers in this territory seem to appreciate these personal contacts, which makes them more conscious of the product advertised over your station.

Yours truly,

JOSEY-MILLER COMPANY, INC.

Treas. & Gen. Mgr.

WHC:D

Will "U" write us?

K F D M

Beaumont, Texas

Radio Publicity, Inc., Chicago
Walter Biddick Co., Los Angeles

WAPI

SEASON'S GREETINGS *from the*
"VOICE OF ALABAMA" . . .

"MERRY CHRISTMAS and a HAPPY, PROSPEROUS NEW YEAR!"

BASCOM HOPSON, *President*

WAPI BROADCASTING CORPORATION
5000 WATTS
N·B·C NETWORK
BIRMINGHAM ALABAMA

XUM

BLACK MAGIC

Is apparently at our disposal, according to those advertising agencies and radio stations who buy our programs. THEY "SELL"!

KASPER-GORDON STUDIOS, Inc.
140 BOYLSTON STREET
BOSTON

C. Ellsworth Wylie

(*Continued from page* 31)

versity of California and University of Southern California, and also the now famous Country Church of Hollywood. Last year he pulled a scoop when he arranged with the Navy Department to contact the huge dirigible *Macon* for a flight over California, which was broadcast from the dirigible en route from point to point, and released via KHJ and the CBS Network.

Except for his enthusiasm for programs of an educational character, Wylie's next great passion with regard to radio is the belief that as an advertising and merchandising medium it has to, and is capable of, standing on its own feet. "The only justification in anyone's spending money in radio," he says, "is the returns he realizes from the sale of merchandise by help of the broadcast program."

He feels that there is no need for high-pressure salesmanship in radio, and to prove this he can point with something akin to pride to several programs that have been on the Don Lee Network and individual Don Lee stations for years, the contracts for which are voluntarily renewed year after year. In some instances these radio programs represent the sole advertising activity of the client involved.

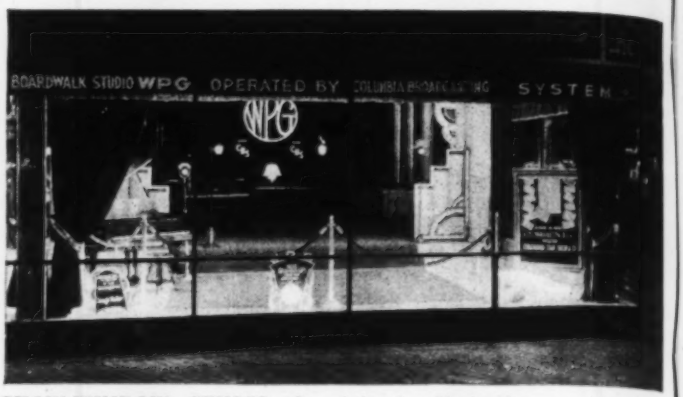
He believes the American system of broadcasting is infinitely superior to any other; that the public, with a hand on the dial, is its own best censor of radio programs. "Besides," he says, "our educational programs are interesting, and an educational program must be interesting if it is to hold its audience. Even with radio as a mass medium, the minority audiences must also be considered in the service of radio to the public. No matter how great the authorities who broadcast an educational program, if people won't listen to it, it fails to serve its purpose."

Wylie is known as "Dick" to the advertising fraternity, due largely to an early prejudice against his full given name. He has a tiny, golden-haired son, known as "Sonny," who makes monthly trips to KHJ to see and study the radio stars. Sonny once heard his father say that a good crooner or comedian in the family is good insurance against old age. Sonny doesn't know what insurance is, but he'd like to be a crooner.

Wylie is a member of the world-famous Bohemian Club in San Francisco, and sports a button of the Society of Sons of the American Revolution, largely, he says, because the turmoil and fury of broadcasting remind him of that event.

He went to high school in Berkeley, Calif., had one semester at the University of California, and then went to Hawaii to see what it was like. War was declared while he was in Hawaii, and, because of "drag" with the captain of the *Matsonia*, he got a job scrubbing decks for six days and was thus able to work his way back home and enter the conflict.

In the line of sports, he used to play golf and tennis before entering broadcasting work. He now makes broadcasting both work and hobby. His favorite indoor sport is tearing a deck of cards in half; he forgets who taught him how.



SHOW-WINDOW STUDIO—On Atlantic City's famous boardwalk, where store and sign space costs more than anywhere else in the country, WPG, the CBS outlet at that resort, has established a new studio. Located at the entrance to the Steel Pier, regarded as the central attraction at the beach, the studio is 25x40 feet. Directly over the show-window there is a concealed speaker, so that passing throngs can hear as well as see the studio performances. The window display space also is used for merchandising tie-ins publicizing commercial programs.

WBAL Holiday Accounts

PRE-CHRISTMAS business is brisk on WBAL, Baltimore, whose commercial department announces that it has signed five of the eight large department stores in the city, four being 15-minute or half-hour programs. One store, the Hub, which presents a "Santa Claus Radio Parade" every afternoon, was forced to close its doors in advance of the regular closing time so that the thousands already in the store could be served. In addition, the store was forced to carry over its special sale to accommodate shoppers who had been turned away.

A YEAR'S subscription to BROADCASTING is only $3, which includes the 1935 YEARBOOK. Subscribe now to receive your YEARBOOK.

DETROIT

FIRST IN DETROIT

If you will read between the lines of this advertisement you will find the reason why CKLW should be your preferred station in the Detroit market. It's an important one.

ADVERTISERS

CKLW consistently broadcasts more Network and local commercial programs than any other network station covering the vast Detroit area. CKLW gets greater results.

PREFER

Local preference is an infallible method of checking a radio station. This fact should be a good recommendation to you. Your inquiry will be appreciated. Write or wire.

CKLW

• MEMBER COLUMBIA BASIC NETWORK
• 5000 WATTS—1030 KC.—291.1 METERS

• Windsor Offices—Guaranty Trust Bldg. Phone 4-1155
• Detroit Offices—Union Guardian Bldg. Phone—Cadillac 7200

KVI

Tacoma, Washington

announces the appointment of

FREE & SLEININGER, Inc.

as national advertising representatives

Get complete information on this pioneer CBS and Don Lee station in the Pacific Northwest

Medical Treatment Claims Restricted

TWO CONCERNS advertising medical treatment through radio and other media have been ordered by the Federal Trade Commission to revise their claims. Battle Creek Appliance Co., Ltd., of Battle Creek, Mich., is directed to stop certain claims made in testimonials and endorsements for its goitre treatment.

Also it is to cease alleged statements that it can diagnose goitre from answers to questions through the mails and that it can successfully treat goitre by mail. The company has operated under the names of W. T. B. Laboratories, and Physicians' Treatment and Advisory Co. Prior to his death, W. Thompson Bobo, of Battle Creek, was principal owner of the business.

In selling its "Sinasiptec" treatment for sinus, the American Drug Corp. of St. Louis is directed to cease representing that the product will cure or prevent sinus trouble, although claims that it may bring certain relief are allowed. The company consented to the Commission order.

CARLSBAD PRODUCTS Co., Inc., New York, (Carlsbad Sprudel salts) will use Morton Downey, tenor, on a twice-weekly NBC-WJZ network. He is reputed to be getting $6,000 a week for the series. Accompanying him will be an orchestra directed by Ray Sinatra.

Contract Signed on Air

WHEN THE Peoples Drug Stores of Washington, Maryland and Virginia, renewed their contract for a 15-minute period every night of the week and afternoon broadcasts of a play-by-play description of all out-of-town baseball games played by the Washington Senators it was signed with thousands of witnesses. For it was signed on the air during their Sports Review. The Peoples' Drug Stores are the biggest local sponsors in Washington. Arch McDonald will continue with his sports chatter and out-of-town game broadcasts. The play-by-play description of these games is being furnished by the *Washington Post*. Left to right are Arch McDonald, Peoples' sports commentator; Dr. Julian Pollard, Promotion Director of Peoples', and A. D. Willard, Jr., sales manager of WJSV.

INTEREST in broadcast reception is increasing in Cuba, which imported nearly 15,000 American radios during the first nine months of 1934.

What Fans Like

MIDDLE-WESTERN radio fans favored Jack Benny in the fifth annual radio poll conducted by *The Milwaukee Journal*. In the comedian's division, he outstripped his nearest rival, Eddie Cantor, 4 to 1, with Joe Penner a close third. Dance orchestra honors were captured by Wayne King, with Jan Garber and Guy Lombardo second and third, respectively. Other winners were: Philadelphia Symphony, Bing Crosby, Ruth Etting, Lawrence Tibbett, Jessica Dragonette, Ted Husing, the Warings, Edwin C. Hill, Deems Taylor, the Mills Brothers, and the First Nighters. "Hot" jazz was again voted the program tuned out most quickly.

Bristol-Myers Cited

BRISTOL-MYERS Co., New York City, manufacturer of proprietary remedies and drug sundries, on Dec. 5 was cited by the Federal Trade Commission in a complaint alleging maintenance of a resale pricing system in violation of the Federal Trade Commission Act. Allowing the company until Jan. 4 to show cause why a cease and desist order should not be issued, the complaint charged that the practices allegedly employed force retailers of the company's products "to sell at uniform prices suggested by respondent, so that all price competition among such retailers was and is destroyed, prices to the consuming public are held at an artificial high level."

Want Lower Inquiry Cost?

---then Try

Spot Radio Advertising in NEBRASKA

"I get lower-cost inquiries from my spot radio advertising in Nebraska than anywhere else in the United States," says a National advertiser of a household article.

This is but one of scores of similar cases we would like to tell you about. May we explain how spot radio advertising in Nebraska is obtaining volume mail at low cost—opening up distribution—building heavy dealer sales?

The number of radio listeners here is large. Income and buying activity are better than in 4 years. For detailed facts write the association office, or any of the individual stations.

MISSOURI VALLEY BROADCASTING ASSN.

Omaha, Nebraska

WOW	KOIL	KFAB
Omaha, Nebr.	Omaha, Nebr., and Co. Bluffs, Ia.	Omaha, Nebr., and Lincoln, Nebr.
KFOR	**WJAG**	**KGKY**	**KGBZ**	**KMMJ**
Lincoln, Nebr.	Norfolk, Nebr.	Scottsbluff, Nebr.	York, Nebr.	Clay Center, Nebr.

Now—12 Major Stations For 12 Major Markets—

The addition of KWKH, Shreveport, Louisiana—and KGRS, Amarillo, Texas—brings Southwest Broadcasting System's Network up to twelve strategically located stations. The SBS Network gives the most complete Southwestern radio coverage available, plus localized merchandising influence in each of its twelve market zones. Learn what SBS can do for you.

SOUTHWEST BROADCASTING SYSTEM

LEE H. ARMER, President . . . Fort Worth, Texas

GREIG, BLAIR & SPIGHT, Inc.
NEW YORK CHICAGO DETROIT
SAN FRANCISCO LOS ANGELES

The Business of Broadcasting

Current News About Accounts, Pending Schedules, Transcriptions, Agencies and Representatives; Notes from the Stations

STATION ACCOUNTS

sp—studio programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

WJSV, Washington

Carleton & Hovey Co., Boston (Father John's medicine), 91 *sa*, thru John W. Queen Advertising Merchandising, Boston.

Comfort Mfg. Co., Chicago (Craig-Martin toothpaste), 12 *sa*, thru Street & Finney, Inc., N. Y.

Kreuger Brewing Co., Newark, 420 *sa*, thru the Biow Co., Inc., N. Y.

Louis K. Liggett & Co. Stores, New York, 234 *sa*, thru Spot Broadcasting, Inc., N. Y.

Mantle Lamp Co. of America, Chicago, 13 *t*, thru Philip O. Palmer & Co., Inc., Chicago.

Norwich Pharmacal Co., Norwich, N. Y. (cold cure), 24 *sa*, thru Lawrence C. Gumbinner Co., N. Y.

Oakite Products, Inc., New York (cleanser) 26 *sp*, thru Rickard & Co., N. Y.

Reid, Murdoch & Co., Chicago (Monarch food), 39 *sa*, thru Philip O. Palmer & Co., Inc., Chicago.

United Drug Co., Boston (Rexall), 6 *t*, thru Spot Broadcasting, Inc., N. Y.

Vick Chemical Co., Greensboro, N. C. (Vatronol), 39 *sa*, thru Morse International, Inc., N. Y.

M. C. Clein & Co., Atlanta (Mentho-mulsion), 54 *sa*, thru Mabel Loeb Advertising Agency, Atlanta.

High Rock Gingerale Co., Baltimore, 13 *sp*, thru J. A. Helprin Advertising Organization, Baltimore.

Procter & Gamble Co., Cincinnati (soap), 8 *t*, thru the Blackman Co., Cincinnati.

Mangels-Herold, Baltimore (King syrup), 13 *t*, thru Emery Advertising Co., Inc., Baltimore.

Lady Baltimore Co., Baltimore (face cream), 10 *sa*.

Pompeian Olive Oil Co., Baltimore. 26 *sp*, thru Jos. Katz Co., Baltimore.

KOMO-KJR, Seattle

Ball Brothers Co., Muncie, Ind. (fruit jars), 26 *sp*, thru Applegate Advertising Agency, Muncie.

Albers Bros. Milling Co., Seattle (Carnation flour), 18 *t*, thru Erwin, Wasey & Co., Seattle.

Moon Glow Cosmetic Co., Ltd., Hollywood (manicure items), 4 daily *sa*, thru Emil Brisacher & Staff, San Francisco.

Norwich Pharmacal Co., Norwich, N. Y. (cold cure), 26 *sa*, thru Lawrence Gumbinner Advertising Agency, New York.

Vick Chemical Co., Greensboro, N. C. (Vatronol), 36 *sa*, thru Morse International, Inc., N. Y.

Wander Co., Chicago (Ovaltine), 195 *t*, thru Blackett-Sample Hummert, Inc., Chicago.

Union Oil Co. of California, Los Angeles, 36 *sa*, thru Lord & Thomas, Los Angeles.

KFEL, Denver

Piso Co., Warren, Pa. (Piso remedy), 2 daily *sa*, thru A. T. Sears & Son, Chicago.

Pinex Co., Fort Wayne, Ind. (Pinex remedy), daily *sa*, thru A. T. Sears & Son, Chicago.

Zerbst Pharmacal Co., St. Joseph, Mo. (capsules), daily *sa*, thru Barons Advertising Co., Kansas City.

McCleary Sanitarium, Excelsior Springs, Mo., 26 *t*, direct.

WSPD, Toledo

Maryland Pharmaceutical Co., Baltimore (Rem) 364 *sa*, thru Jos. Katz Co., Baltimore.

Maxine Products Co., Detroit (Maxine Parfume) 54 *sa*, thru Lee Anderson Advertising Co., Detroit.

McKenzie Milling Co., Quincy, Mich. (pancake flour) 2 *sp* and 3 *sa* weekly, 13 weeks, thru Rogers & Smith Advertising Agency, Chicago.

United Drug Co., Boston (Rexall) 5 *t*, thru Street & Finney, Inc., N. Y.

Knox Co., Kansas City (Cystex) 13 *t*, thru Dillon & Kirk, Kansas City.

Campbell Cereal Co., Northfield, Minn. (Malt-O-Meal) 39 *t*, thru Mitchell-Faust Advertising Co., Chicago.

Bunte Bros., Chicago (candy) 80 *sa*, thru Fred A. Robbins, Inc., Chicago.

Scott Paper Co., Chester, Pa. (tissue, towels) 28 *sa*, thru J. Walter Thompson Co., N. Y.

Kellogg Co., Battle Creek, Mich. (cereal) 15 *sa*.

Kosto Co., Chicago (dessert) 15 *sa*, thru Ruthrauff & Ryan, Inc., Chicago.

Master Builders Co., Cleveland (flooring) 8 *sa*, thru United States Advertising Corp., Toledo.

Vick Chemical Co., Greensboro, N. C. (Voratone) 36 *sa*, thru Morse International Inc., N. Y.

Standard Oil Co., of Ohio, Cleveland (Sohio), 30 *sa*, thru McCann-Erickson, Inc., Cleveland.

Shell Petroleum Corp., St. Louis (Shell products), 18 *sa*, thru J. Walter Thompson Co., St. Louis.

Dr. Miles Laboratories, Inc., Elkhart, Ind. (Alka Seltzer), 162 *t*, thru Wade Advertising Agency, Chicago.

KHJ, Los Angeles

Godissarts Cosmetiques Sales Corp., Hollywood, weekly *sp*, thru G. F. Glasser Advertising Agency, Los Angeles.

WLS, Chicago

Northwestern Yeast Co., Chicago (Yeast Foam), renewed 3 weekly *sp*, thru Hays MacFarland & Co., Chicago.

Ball Brothers Co., Muncie, Ind. (fruit jars), 2 *sp* weekly, thru Applegate Advertising Agency, Muncie, Ind.

Bernard Perfumers, St. Louis, renewed 3 *sa* weekly, thru Hilmer V. Swenson Co., Inc., St. Louis.

Willard Tablet Co., Chicago (proprietary), renewed 3 *sp* weekly, thru First United Broadcasters, Chicago.

Lancaster County Seed Co., Paradise, Pa. (nursery), *t* weekly, thru C. F. Kern Advertising Agency, Philadelphia.

Capital Drug Co., Augusta, Me. (Dr. Kinsman's asthma remedy) daily *sa*, thru Wade Advertising Agency, Chicago.

Figaro Co., Dallas (meat cure), daily *sa*, thru Carpenter-Rogers Co., Dallas, Texas.

J. W. Jung Seed Co., Randolph, Wis. (nursery), *sp* weekly and 3 *sa* weekly, thru Frizzell Adv. Agency, Minneapolis.

Gillette Rubber Co., Eau Clair, Wis. (tires), weekly *sp*, thru Cramer-Krasselt Co., Milwaukee, Wis.

WFAS, White Plains, N. Y.

Gold Reclaiming Corp., Boston, 6 *t* weekly, direct.

Mildred Holland, New York (toiletries), 10 *sa*, thru Associated Broadcast Advertising Co.

Margaret Jenkins, New York (toiletries), 10 *sa*, thru Associated Broadcast Advertising Co.

Baldwin Piano Co., New York, weekly *sa*, direct.

WTMJ, Milwaukee

Knox Co., Kansas City (Cystex), 26 *t*, thru Dillon & Kirk, Kansas City.

Blue Ging-am Studios, Minneapolis (cosmetics), 52 *sp*.

WHEC, Rochester, N. Y.

Knox Co., St. Louis (Cystex), 26 t, thru Dillon & Kirk, Kansas City.

Gold Dust Corp., New York (Sil-Dust), 26 *sa*, thru Batten, Barton, Durstine & Osborne, Inc., N. Y.

Ayer Co., Lowell, Mass. (Cherry Pectoral), 26 *sa*, thru Hauff-Metzger, Inc., N. Y.

Philip Morris & Co., Ltd., Inc., New York (cigarettes), 5 weekly *ta*, thru Biow Co., Inc., N. Y.

Crazy Water Crystals Co., Mineral Wells, Texas (mineral crystals), 3 weekly *t*, thru Bowman & Crane, Inc., N. Y.

Maryland Pharmaceutical Co., Baltimore (Rem), daily *sa*, thru Joseph Katz Co., Baltimore.

F. Ad. Richter & Co., Brooklyn (Anacho pain killer), 52 *sa*, thru Sherman-Howe Bowen, N. Y.

Carter Medicine Co., New York (liver pills), 156 *sa*, thru Street & Finney, Inc., N. Y.

WBT, Charlotte, N. C.

Dr. Miles Laboratories, Elkhart, Ind. (Alka Seltzer), 39 *t*, thru Radio Sales, Inc., N. Y.

Dollar Crystal Co., Omaha (Tenderine Crystals), 312 *sp*, direct.

Skinner Mfg. Co., Omaha (bran), 13 *sp*, thru Buchanan-Thomas Adv. Co., Omaha.

Welch Grape Juice Co., Westfield, N. Y., 32 *t*, thru Radio Sales, Inc., N. Y.

M. C. Clein & Co., Atlanta (Mentho-Mulsion), 364 *sa*, thru Loeb Adv. Agency, Atlanta.

Coleman Lamp & Stove Co., Wichita, 26 *ta*, thru Radio Sales, Inc., Chicago.

Crazy Water Crystals Co., Mineral Wells, Texas (mineral crystals), 6 *sp*, thru Bowman & Crane, Inc., N. Y.

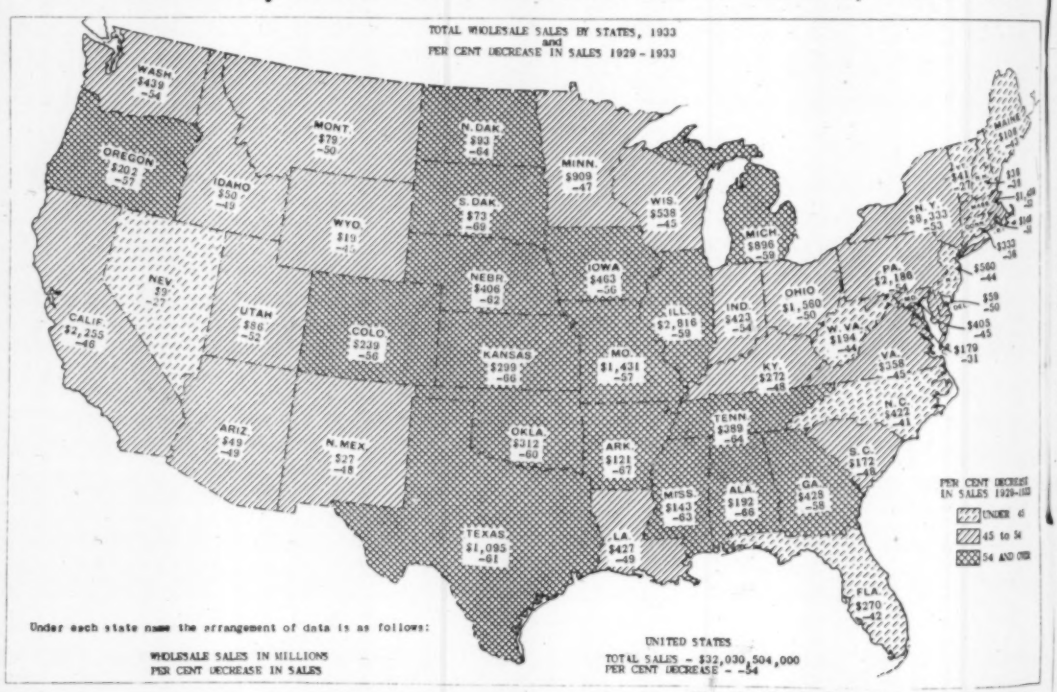
Mantle Lamp Co. of America, Chicago (Aladdin lamps), 13 *t*, thru Radio Sales, Inc., Chicago.

WKRC, Cincinnati

Elcie Sheetz Candies Co., Chicago (Martha Washington candy), 20 *sa*, thru Radio Sales, Inc., Chicago.

William R. Warner & Co., Inc., New York (Sloan's Liniment), 26 *t*, thru Cecil, Warwick & Cecil, Inc., N. Y. (This was reported in Nov. 15 issue as having been placed through another agency.)

Final Summary of American Wholesale Business, 1933 . . .



Map by U. S. Department of Commerce

NETWORK ACCOUNTS

CARLSBAD PRODUCTS Co., New York (Carlsbad Sprudel Salts) on Dec. 18 starts Morton Downey on 20 NBC-WJZ stations, Tuesdays, 7:15-7:30 p. m. Agency: H. M. Kiesewetter Advertising Agency, Inc., N. Y.

CHAPPEL Bros., Rockford, Ill. (Ken-L-Ration) on Jan. 14 starts Jackie Heller and orchestra on 19 NBC-WJZ stations, Mondays, 10-10:15 p. m. Agency: Rogers & Smith Advertising Agency, Chicago.

SPRATT'S PATENT Ltd., Newark (animal food) on Jan. 6 starts Albert Payson Terhune drog drama on 19 NBC-WJZ stations, Sundays, 5:45-6 p. m. Agency: Paris & Peart, N. Y.

CAL-ASPIRIN Corp., Chicago (aspirin) on Jan. 2 starts "The Life of Mary Sothern" on 4 Mutual Network stations plus WNAC, WCAE, WGAR, Mondays thru Fridays, 4:45-5 p. m. Agency: The McCord Co., Minneapolis.

SHELL EASTERN PETROLEUM PRODUCTS, Inc., New York, and Shell Petroleum Corp., St. Louis, on Dec. 15 starts joint sponsorship of "Eddie Dooley's Sports Review" over 23 CBS stations, Saturdays, 6:30-6:45 p. m. Agency: J. Walter Thompson Co.

FORD MOTOR Co., Detroit (dealers) on Jan. 3 renews Fred Waring's Pennsylvanians and guest star on 96 CBS stations, Thursdays 9:30-10:30 (now half-hour). Agency: N. W. Ayer & Son, Inc., N. Y.

GENERAL CIGAR Co., Inc., New York (White Owl cigars) on Jan. 2 (revised contract) starts "Adventures of Gracie" (Burns & Allen) on 40 CBS stations, as yet unscheduled. Agency: J. Walter Thompson Co., N. Y.

JOHN MORRELL & Co., Ottumwa, Iowa (Red Heart dog food) on Dec. 30 renews "Bob Becker's Fireside Chats" on 15 NBC-WJZ stations, Sundays 2:15-2:30 p. m. Agency: Henri, Hurst & McDonald, Inc., Chicago.

GENERAL FOODS Corp., New York (Maxwell House Coffee) on Jan. 3 renews "Captain Henry's Showboat" on 55 NBC-WEAF stations, Thursdays, 9-10 p. m. Agency: Benton & Bowles, Inc., N. Y.

SUN OIL Co., Philadelphia, on Dec. 10 renewed Lowell Thomas news program on 17 NBC-WJZ stations. Agency: Roche, Williams & Cunnyngham, Inc., Philadelphia.

CRAZY WATER HOTEL Co., Mineral Wells, Tex., (mineral crystals) on Dec. 31 starts "Carefree Carnival" on 6 NBC-KGO stations and East 8:30-9 p. m. Agency: Luckey Bowman, Inc., N. Y.

HOOVER Co., Chicago (vacuum cleaners) on Jan. 6 renews "Sentinels Serenade," with Mme. Ernestine Schumann-Heink, on 38 NBC-WEAF stations, Sundays 5-5:30 p. m. Agency: Erwin Wasey & Co., Chicago.

RCA RADIOTRON Co., Camden, N. J., on Dec. 15 renews with "Stars of the Future" with John B. Kennedy and Frank Black orchestra on 24 NBC-WJZ stations, Saturdays 9-9:30 p. m. Agency: Lord & Thomas, N. Y.

CENTAUR Co., New York (Castoria) on Dec. 15 renews "Roxy and His Gang" on 51 CBS stations Saturdays 8-8:45 p. m. Agency: Young & Rubicam, Inc., N. Y.

HUDSON MOTOR CAR Co., Detroit, on Dec. 24 starts Kate Smith revue on 74 CBS stations, Mondays, 8:30-9 p. m., and 11:30-12 midnight for West. Agency: Brooke, Smith & French, Inc., Detroit.

COTY, Inc., New York (perfume) in February starts dramatic program as yet unscheduled. Agency: The Biow Co., N. Y.

PACKARD MOTOR CAR Co., Detroit, on Dec. 25 renews Lawrence Tibbett on NBC-WJZ coast-to-coast network, Tuesdays 8:30-9:15 p. m. Agency: Young & Rubicam, Inc., N. Y.

BORDEN SALES CO., Inc., New York (food products) on Jan. 4 starts Beatrice Lillie on nation-wide NBC-WJZ network, not yet completed, Fridays, 9-9:30 p. m. Agency: Young & Rubicam, Inc., N. Y.

GENERAL MOTORS Corp., Detroit, on Jan. 6 renews with symphony orchestra and guest conductors and artists on 20 NBC-WJZ stations, Sundays, 8-9 p. m. Agency: Campbell-Ewald, Inc., Detroit.

COCA-COLA Co., Atlanta (beverage) on Dec. 21 starts Frank Black orchestra on nation-wide NBC-WEAF network, not yet completed, Fridays, 10:30-11 p. m. Agency: D'Arcy Advertising Co., St. Louis.

VICK CHEMICAL Co., Greensboro, N. C., on Jan. 1 renews with Grace Moore on NBC-WJZ network not yet completed, Tuesdays, 9-9:30 p. m. Agency: Cecil, Warwick & Cecil, N. Y.

CRYSTAL Corp., New York (Outdoor Girl cosmetics) on Jan. 5 starts "Outdoor Girl Beauty Parade" on 12 CBS stations, Saturdays, 7:30-8 p. m. Agency: United Adv. Agency., N. Y.

CORN PRODUCTS REFINING Co., New York (Linit) on Jan. 3 starts "Linit Hour of Charm" with Phil Spitalny and 32 Melody Ladies on 35 CBS stations, Thursdays, 8-8:30 p. m. Agency: E. W. Hellwig Co., N. Y.

STANDARD OIL Co., of New Jersey, etc., on Dec. 7 started "The O'Flynn," drama, on 30 CBS stations, Fridays, 10:30-11 p. m. Agency: McCann-Erickson, Inc., N. Y.

NBC CHANGES: Studebaker Sales Corp. of America on Dec. 8 shifted "Studebaker Champions" to Saturdays, 12:15-12:45 a. m. on 6 NBC-KGO stations, retaining Mondays on WEAF network 8-8:30 p. m.; Standard Brands, Inc., on Dec. 2 changed "Chase & Sanborn Coffee Hour" to grand opera.

CBS CHANGES: Corn Products Refining Co., on Dec. 17 adds 28 stations to "The Gumps," 12:15-12:30 p. m. Mondays through Fridays; R. B. Davis Co., on Jan. 7 adds 14 western stations to "Buck Rogers" Mondays through Thursdays, 6:15-6:30 in East, 7:30-7:45 p. m. in West.

Cash and Stock Dividend Are Declared by CBS

DIVIDENDS totaling almost $850,000 in cash and a stock dividend of 50 per cent have been declared by directors of CBS. The cash dividends comprise a quarterly disbursement of 50 cents a share, and a special payment of $1 a share, on each of the 309,220 shares of Class A, and 253,000 shares of Class B stock. Both these are payable Dec. 27 to stockholders of record as of Dec. 13.

Decision to vote the cash dividends was made at a meeting Dec. 4. A week earlier the directors voted the 50 per cent stock dividend. In 1933 the company had 112,334 shares of stock outstanding, and paid dividends at the rate of $4 annually, total payments being about $450,000.

During the year just ended, payments have been three times as much as in 1933. In February this year the no-par stock was split five for one and given a par value of $5, the only difference between Class A and Class B stock being in the matter of voting rights. On the 560,000 shares outstanding since February, payments totaling $702,775 were made during the first three quarters, total dividends for 1934 amounting to $1,500,000.

L. K. Liggett Tells Why Rexall Prefers Radio To Using Other Media

WHY United Drug Co. (Rexall), uses radio and what Louis K. Liggett, its president, thinks of broadcasting as an advertising medium, were described on the company's program on the NBC-WEAF network. Mr. Liggett's views of radio, spoken from London Dec. 2 follow:

"Hello Rexallites . . . and your customers. I am told that there are over 50,000 of our Rexall people listening in this afternoon. This doesn't seem possible and yet . . . this radio broadcast reaches many millions.

"Why are we using the radio is the question that has been asked me in three past meetings . . . in Atlanta, Louisville, and West Virginia. Why don't we use the newspapers—the small town newspapers in place of the radio?

"We are advertising nationally—not locally. We are using radio because it is modern, effective and economical for national advertising. You know what we are after. What we want to do is to popularize your store more than we want to popularize ourselves.

"You are the man, and the men, whom we are depending upon for our existence. You are our agents. We have got to support and build your business, and in supporting and building your business, we have decided to use the radio. And we shall use the radio probably more rather than less. . . ."

KVOO
COMPLETE N. B. C. SERVICE
25,000 WATTS
TULSA, OKLA.
The Most Powerful Station between St. Louis, Dallas and Denver

By Force of Habit
WOW
OMAHA
ON THE N.B.C. RED NETWORK
It's a Habit with Midwesterners . . . to Tune in WOW
. . . in fact, so much of a habit that a recent survey conducted by Ross Federal Service, Inc., revealed that WOW had pulled 65.12% of the listeners in this territory on a national program broadcast over all three Omaha stations at the same time. (The World Series.) The second radio station pulled 22.09%, and the third, 8.14%. What evidence could be more conclusive in determining WOW's standing in this rich area?
590 KILO. Owned and Operated by 1000 WATTS
WOODMEN OF THE WORLD
Life Insurance Association
JOHN J. GILLIN, Jr., Commercial Manager
OMAHA, NEBR.
National Representatives:
GREIG, BLAIR & SPIGHT, INC.
New York Chicago Los Angeles

AGENCIES AND REPRESENTATIVES

HARRY HOLCOMBE, former production manager of WLW, Cincinnati, has joined the radio department of Wm. Esty & Co., Inc., New York, now headed by Edward A. Byron, who held the Cincinnati position before Holcombe.

DAVID ELMAN, formerly with CBS in New York, has been appointed radio director of Marschalk & Pratt, Inc., New York.

GEORGE ALLEN, former production head of J. Walter Thompson Co., Chicago., is now with the radio department of Benton & Bowles, Inc., New York.

LEO VON HEYGENDORFF has joined the M. E. Harlan Agency, San Francisco. He is handling the El Cortez Hotel account, placing radio as well as newspaper copy.

STERNFIELD-GODLEY, Inc., New York advertising agency, has established a radio department, placing Roy Spector in charge.

THE SOBY YARDSTICK OF AUDIENCE VALUE

Impartial and comparable data about the size and location of the audience of radio programs and stations.

Write for information and prices.

BENJAMIN SOBY AND ASSOCIATES
1023 Wallace Ave. Wilkinsburg, Pa.

MARION PARSONETT, formerly with CBS, has joined the radio department of Lennen & Mitchell, Inc., New York, as supervisor of continuities. The agency has taken enlarged space at 17 E. 45th St., to expand its radio department.

SAMUEL MOORE, of the radio department of J. Walter Thompson Co., Los Angeles office, has returned from a month's trip to New York in connection with the Standard Brands account (Royal Gelatin).

STANLEY G. SWANBERG, vice president of Botsford, Constantine & Gardner, advertising agency, in charge of San Francisco office, returns to the West Coast Dec. 20. He has been east conferring with officials of the organization on Pacific Coast and transcontinental accounts.

RICHARD C. BENTINCK has joined the Warner-Clifton Agency, San Francisco, as account executive. He was formerly associated with the Yosemite Park & Curry Co.

HENRY P. CLARK, foreign manager, and Harrison Atwood, vice president of McCann-Erickson, Inc., are making an extensive tour in South America, devoting particular attention to radio campaigns.

RANDOLPH HALL, former assistant radio director of the Blackman Co., New York, has joined the radio staff of L. Bamberger & Co., Newark department store, of which WOR is a subsidiary.

J. A. MORTON, formerly with KOMO and KJR, Seattle, has joined the Seattle office of Erwin, Wasey & Co.

CHARLES FRANCIS (Socker) COE, executive vice president of Maxon, Inc., Detroit agency, and famous as an author and former pugilist, got a real radio thrill while en route from Miami northward this month. Stopping off at Savannah via airplane, he was "telephone interviewed" over WTOC, Savannah, from the airport.

SIDNEY GARFINKLE Agency, San Francisco, has been designated to handle advertising for R. Guillermou & Co., San Francisco liquor importers, and is using along with newspapers, a weekly KYA program, presenting a series of 13 broadcasts retelling old-championship fights, which gives the program an old-time barroom atmosphere.

ROBERT K. PEEBLES, formerly with Badger and Browning & Hersey, Inc., New York, has joined the Gotham Advertising Co., New York, as account executive.

MONTAGUE H. HACKETT, vice president of Lord & Thomas in charge of radio, has been elected a director of that agency.

Los Angeles Advertisers Hosts to Radio Officials

PERSONS prominent in radio were guests at the "Radio Day" program staged recently by the Los Angeles Advertising Club, with Fred W. Meyer, radio executive in the Los Angeles office of Erwin Wasey & Co., as chairman. Official host was W. Arthur Rush, transcription head for the Hollywood branch of RCA-Victor Co., Inc.

Among guests of honor were several RCA-Victor officials, including J. D. Cook, treasurer; John Van Newenhizen, general auditor; J. H. Tingle, assistant secretary, and A. E. Jackson, service manager. As speaker of the day, Don E. Gilman, vice president and coast manager of NBC, said that radio programs soon will be directed solely to the invisible audience and that circulation claims for radio are on a par with claims for other media.

New May Store Series

CONTINUING its new policy of using radio, the May Co., big Cleveland store, has arranged two new series. A group of Christmas dramas will be presented through the holiday season to be followed by "Uncle Harry and Jackie," a juvenile interest act now on sustaining spots.

NEWS ON THE HOUR

Two Stations in Buffalo Offer Flashes 15 Times Daily

FROM 9 a. m. until midnight WGR and WKBW, Buffalo, broadcast flash news every hour on the hour for five-minute periods, aggregating 75 minutes. The stations are operated by the Buffalo Broadcasting Corp., which claims the most complete news service of any station.

Right on the hour an announcer at either station steps to the microphone, with a Transradio Press printer running a few feet away, and introduces the news this way: "BBC presents 'news while it's news' every hour on the hour." Each item is announced with "flash!"

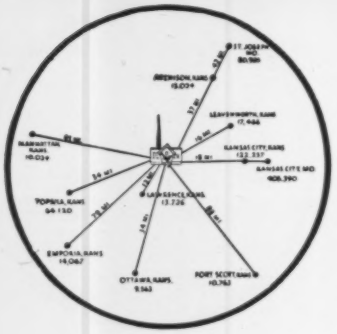
At the conclusion of the five-minute period, the call letters are given of the station which will broadcast the next news program. Operating two stations, BBC thus can spot its news right on the hour without cutting local commercials or CBS programs. A separate news department has been organized to handle the programs.

Meeting to Coordinate Rate Practices Is Held By ABS and Affiliates

AN APPRAISAL of the American Broadcasting System, after six weeks of operation, and ways and means of better coordinating activities of the network with its affiliated stations, including rate practices and promotion, were the main topics of discussion at a general meeting of the new network with executives of the affiliated stations held in New York Dec. 11. All affiliates of the chain were represented at the session—the first of its kind ever held, according to the announcement.

The meeting was called by George B. Storer, ABS president, to bring about complete harmony in the functioning of the enterprise. Attending the meeting for ABS, in addition to Mr. Storer, were James K. Norris, vice president and treasurer; Fred Weber, vice president in charge of network operations; Albert A. Cormier, vice president in charge of sales, and Edward Aleshire, recently appointed vice president in charge of sales research and development.

Representatives of affiliated stations attending the meeting were Alfred Pote and William Pote, WMEX, Boston; William S. Cherry, Jr., president, WPRO, Providence; William J. Pape, president, W1XBS, Waterbury, Conn.; Benedict Gimbel, Jr., president, WIP, Philadelphia; Clair R. McCollough, president, WDEL, Wilmington, Del.; John Elmer, president, WCBM, Baltimore; H. J. Brennen, president, and Robert M. Thompson, commercial manager, KQV, Pittsburgh; H. H. Howell, president, and Roy Albertson, general manager, WEBR, Buffalo; Ralph G. Matheson, treasurer, WHDH, Boston; Harold F. Smith, president, WABY, Albany; Ralph L. Atlass, president, WIND-WJJD, Chicago; William A. Clark, manager, WFBE, Cincinnati; James L. Hughes, general manager, WHBF, Rock Island, Ill.; and L. A. Benson, president, WIL, St. Louis, Mo.



- 11 cities with a population of 761,535 . . .
- In addition to a vast, responsive rural audience of more than two and one-half million.
- At the lowest cost of any Advertising medium.

★ Kansas City, Mo., Kansas City, Kans., St. Joseph, Mo., Atchison, Leavenworth, Fort Scott, Ottawa, Lawrence, Emporia, Topeka, Manhattan.

NBC Basic Blue Network

1000 WATTS
17 Hours Daily

WREN

VERNON H. SMITH
Manager

Office and Studio:
WREN BUILDING
LAWRENCE, KANSAS

GREIG, BLAIR & SPIGHT, Inc.
National Representatives

NEW YORK - CHICAGO
SAN FRANCISCO
LOS ANGELES

WHAT
DETROIT
STATION

covers the Fourth Largest United States Marketing Area (over 2,500,000 people. Annual retail sales over $1,190,000,000.00) most economically?

WJBK

RADIO ADVERTISERS

MARGARET FITZGERALD, whose articles on the problem of selling radio to department stores have appeared in recent issues of BROADCASTING, has resigned after two years as advertising manager of O'Connor-Moffatt & Co., San Francisco. Succeeding her is Clarence E. Fisher, formerly with May Company, Los Angeles. After a rest, Mrs. Fitzgerald will go east. Her new affiliation has not as yet been announced.

PIERRE BOUCHERON, formerly manager of advertisers and sales promotion for RCA Victor Co., Camden, has joined the advertising and publicity staff of Radio-Keith-Orpheum Corp., New York.

DWAINE K. HEALY, former advertising director of Hudnut Sales Co., is now president of Groville Sales Corp., New York (Potter & Moore Mitcham lavender products of London; Parfums Grenoville of Paris and Margaret Blair cosmetics), for which advertising campaigns will start next spring.

EDGAR A. MURRAY CO., Detroit, has appointed Bass-Luckoff, Inc., Detroit, to handle its account.

INDIVIDUAL DRINKING Cup Co., Inc., Easton, Pa. (paper cups and containers) has appointed N. W. Ayer & Son, Inc., Philadelphia, to handle its advertising.

SCHOLL MFG., Co., Chicago (Dr. Scholl's foot pads, etc.) has appointed Donahue & Coe, Inc., to handle its advertising account, including radio.

EOPA Co., San Francisco (home remedies) has placed its advertising account with Whiteley Advertising, San Francisco. Jess Whiteley is the account executive.

NATURAL BODY BRACE Co., Salina, Kansas, has named Ruthrauff & Ryan, Inc., Chicago, to handle its advertising.

EVERETT-AUGHENBAUGH & Co., Minneapolis (flour) has appointed Mitchell Advertising Agency, Minneapolis, to handle its advertising.

PLAZA HOTEL, New York, has appointed Andrew Cone Agency, New York, to handle its advertising.

HERB JUICE-PENOL Co., Inc., Danville, Va. (Millar's Herb Extract and Carver's Penol Emulsion) has placed its advertising with Bennett Advertising, High Point, N. C. Radio with other media will be used. Harold Bennett is the account executive.

GARRY & Co., Inc., New York, using radio, has transferred its account to Wylie B. Jones, Inc., New York.

COTY, Inc., New York (perfumes) has appointed the Biow Co., New York, as its advertising agency for a new radio series it is planning. Agency appointment is effective Jan. 1 when its publication advertising will be taken over by Hommann, Tarcher & Sheldon, Inc., New York.

STATE OF MAINE Development Commission has appropriated $250,000 for 1935 tourist advertising, including radio, the campaign to be handled by the Boston office of N. W. Ayer & Son.

EXPORT ADVERTISING AGENCY has renewed for 13 weeks its contract for radio advertising in Ecuador of the manicure line of Northam Warren Sales Co., Inc., New York (Cutex) thru Broadcasting Abroad, Ltd., 119 West 57th St., New York.

FREE STATE BREWERY, Baltimore, has placed its advertising account with Emery Advertising Co., Baltimore.

PRIMA Co., Chicago (Prima beverages and syrups) has appointed Lauesen & Salomon, Chicago, to handle its advertising.

FASHION FROCKS, Inc., Cincinnati, has named Frederic W. Ziv, Inc., Cincinnati, to direct its radio advertising.

TRANSCRIPTIONS

NBC HAS RELEASED the sixth in the series of syndicated recorded programs entitled "Paul Wing, the Story Man," 15-minute dramatizations. Although designed for children, they are said to have just as strong an appeal for adults. Types of business for which the programs are suitable, according to NBC, are health food, department stores, kiddies' shops, toy marts, chain stores, bakeries, dairies, banks, insurance companies and summer camps.

HOLLYWOOD PRODUCTIONS entered the transcription business early this month at 119½ N. Larchmont Blvd., Los Angeles, with Duke Ainslie, formerly with Radio Transcription Co. of America and Freeman Lang studios, in charge. The first production was "Lem and Luther's Sunshine Station," 15-minute disc. Twenty-six transcriptions have been recorded, with 312 planned during the next year.

TECHNICAL work of Radioart Guild of America, Los Angeles production firm, has been transferred to RCA-Victor Co., Inc., Hollywood branch. "Robin Hood" series for Central Shoe Co., St. Louis, is being produced, with the Jimm Daugaerty, Inc., agency placing the account.

TITAN PRODUCTION Co., Inc., San Francisco, announced these new accounts: 13 on-hour "Lipton's Tea Jamboree" programs from KFRC; 13 Borden's Milk "Friday Frolic" from KFRC, placed by McCann-Erickson, Inc.; 12 announcements "My Lady Coffee" placed by Potts-Turnbull Co., Inc., Kansas City; 16 announcements for Clark Hotel, Los Angeles, direct; 26 programs "Dixie Memories" for Monogram Transcriptions, placed direct.

RADIO RELEASE, Ltd., Hollywood transcription concern, has opened a number of district offices, and the district heads will call on all stations within their areas, according to President Hal Huff. Managers are: William Weifenbach, New York; Walter C. Vail and William O'Toole, Middle West; B. S. Secord and James Malcolm, South; Guy H. Negus, Chicago; William S. Sopris, inland Northwest; Arnold D. Thomsen and J. B. Livezey, West Coast.

FUNERAL FOUNDATIONS, Inc., Los Angeles, has transcribed 52 episodes of "Romance at Fifty" which ran over KECA, Los Angeles. Continuity was written by George Logan Price, account executive of The Mayers Co., Los Angeles, and technical work was done at Recording, Inc., studios.

RADIO PROGRAM SYNDICATE began operating this month at 1814 N. Ivar St., Hollywood, with Miss Henrietta France as manager. The first production was Edward Lynn's "Our Romantic Presidents," transcription recorded at Freeman Lang studios.

FRENCH LICK Springs Hotel Corp., Indiana, is using five 5-minute WBS transcriptions over 52 stations to advertise Pluto Water. The account is placed by H. W. Kastor & Sons Co., Inc., Chicago.

AN OPTICAL transcription series, written and directed by Mayfield Kaylor, production manager at KTM, Los Angeles, is being recorded and distributed by Freeman Lang studios, Hollywood. The series dramatizes home life, emphasizing need for eye tests and correction. It was tested first for a local sponsor.

OTTO K. OLESEN sound studios, Hollywood, will install new equipment this month. C. C. MacDonald of the studio technical force, has been named department manager, succeeding Joseph Catanich.

2GB, SYDNEY, Australia, has purchased a series of 26 transcriptions "Slick and His Boys," and 26 titled "Royal Intrigues" from Radio Release, Ltd., Hollywood.

Radio Teaser Campaign Breaks Sales Records For New Orleans Store

WAY DOWN yonder in New Orleans, WDSU still is telling how it sold $35,583.72 worth of merchandise recently for Feibleman's department store, a Sears Roebuck subsidiary. The store has been a heavy user of newspaper space for years.

Five-word teaser announcements were begun two weeks before the big event, which was called "Pengoo Day," meaning "big value" in Chinese. The announcements had the city wondering what was in the air. Competitors ignored the campaign and the Friday before the big day, Feibleman's used 15 and 30-minute musical programs and the secret was divulged. It then was too late for competitors to make many changes in their newspaper copy announcing Monday specials.

The store was trimmed in Chinese manner the day before the event and when Pengoo Day arrived, frequent broadcasts were made from the floor, with customers answering questions about their bargains. Some 20,000 visited the store that day and 15,000 purchases were made. Orders also came in quantities from rural sections. In the "teaser" campaign, only the radio medium was used. It was the first time in years that Feibleman's had not used newspaper space.

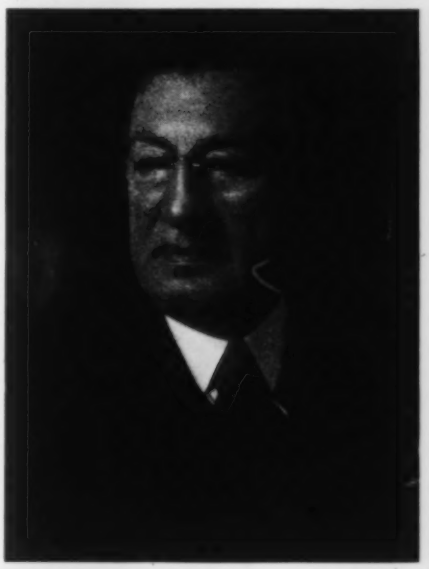
SUBSCRIBE now, and receive the 1935 YEARBOOK edition of BROADCASTING.

WE BLANKET THE SOUTH like a handkerchief!

Draw a circle with a radius of 5000 miles around Louisville. That's only part of the territory we *don't* cover .... What we *do* cover is the million people who live in and near Louisville—420,000 of them virtually within sight of our tower, to whom WAVE brings an astonishing percentage of NBC's best programs. May we elucidate?

National Representatives:
FREE & SLEININGER, INC.

STATION WAVE
INCORPORATED
LOUISVILLE, KY.
1000 WATTS ... 940 K. C.



MAJOR EDWARD BOWES
Managing Director, WHN

MAJOR EDWARD BOWES is personally devoting himself to every phase of the operation of Station WHN. Under his guidance, WHN has become the most popular independent New York City station. Superb signal strength covering the entire trading area combined with Major Bowes' masterly showmanship are responsible for this achievement. WHN solicits quality business only and warrants the favorable consideration of all such advertisers.

1010 Kc.
1000 Watts

WHN
NEW YORK

P. F. Whitten,
Sales Manager

RADIO
OUTLINE MAPS
of the
United States

Every city in the U. S. having a radio station as of August 15, 1934, is shown . . . Time zones are indicated . . . The reverse side of the map carries a complete log of broadcast stations, alphabetically by state, city, and call letters, with wave lengths and powers shown.

The map is 17½ x 11¼ inches, printed on white ledger paper that permits the use of ink without smudging.

PRICES

25 Copies	$2.00
50 Copies	$3.75
100 Copies	$5.00
Single Copies	10c

BROADCASTING
Broadcast Advertising

National Press Building
Washington, D. C.

STUDIO NOTES

A TEN-YEAR old custom of KFEL, Denver, auctioning donated merchandise with the proceeds being used to buy Christmas baskets for the needy—is to be continued this season. For four three-hour periods, KFEL will auction goods contributed by Denver business houses. Professional auctioneers donate their services, and a corps of telephone operators will receive bids from the radio audience. The auction has become an annual Christmas event in Denver and more than 10,0000 Christmas baskets have been distributed to the needy. Merchants are glad to make donations, getting publicity through mention of their donations at the time they are auctioned.

SPECIFIC information about CHNS, Halifax, N. S., and general facts about Canadian broadcasting and radio in general are presented in the 48-page *CHNS 1934 Year Book*, just published by William C. Borrett, station director. Program, talent and staff data are given, and considerable space is devoted to advertising.

WSXAL, Cincinnati, is broadcasting the daily feature, the "Traveling Treadwells" free, cooperating with the Federal program of adult education. For four years the Crosley Radio Corp., also operating WLW, has donated five hours a week to the Ohio School of the Air.

NEW STUDIOS for WIOD, Miami, Fla., are to be dedicated early in January. Jesse H. Jay, station manager, is working out details for the opening, which will be fed to a nationwide NBC network.

FAMOUS inventions are dramatized in a series which started the last week in November over KFAC, Los Angeles. Continuity is by Arthur Tibbals, new writer on the staff.

THALHIMER'S, department store and extensive user of radio in Richmond, Va., has added a new feature, "The Thursday Matinee" on WRVA. Each program presents a special item, offered at a reduced price and known as the "Matinee Special." Only radio is used and excellent results are being obtained.

KDYL, Salt Lake City, has tied up with the local Elks club in a Christmas campaign. Money is raised in a unique manner, by playing request phonograph selections during the midnight hour. Telephone requests are honored, with contributors promising to mail in donations the following day. The toys are raised by "Uncle Ben" on KDYL's "Kangaroo Club."

"MR. BUDGET TAKES THE AIR," originally presented at the NAB convention by "Tubby" Quilliam, of KOMO, Seattle, was staged recently by KFJZ, Fort Worth, at the Fort Worth Advertising Club's weekly program. On the cast were Harry Hoxworth, sales manager of KFJZ; Hal Thompson, chief announcer; Godfrey Kuler, continuity writer; Gene Cagle, salesman and news commentator.

MORE than a dozen public school teachers in Nashville assign "radio homework" to their pupils, who are instructed to hear Lawrence Goodman present a weekly piano program over WSM. They submit reports on the programs, which are graded by the teachers.

NEWS of 20 years ago is given on the "Do You Remember" program on WWNC, Asheville, N. C., every morning, with Ezra McIntosh announcing. Continuity is by Ruth Elson, who also gives the commercial announcements.

USING its own members for talent, the Women's Club of Cincinnati has started a series of programs on WKRC, Cincinnati, once a week. The club also arranged the programs.

TENTH anniversary of KFKU, Lawrence, Kan., was to be observed Dec. 15. The station operates from September to June under the supervision of a faculty committee of the University of Kansas.

LAST YEAR the Johnson Motor Co., of Syracuse, N. Y., found radio so satisfactory in introducing new Hudson models that it resumed Dec. 1 on WFBL to build up the 1935 model. The concern uses two announcements daily and a five-minute program Sunday nights following the late news bulletin. The contract is for two months.

LIKE REPORTERS, announcers of WHBY, Green Bay, Wis., cover regular beats in seeking scoops for the station's evening "Tabloid of the Air." News of all sorts—local, national, social and sports—is presented. The program is not competitive, from a news standpoint, but merely aims at accuracy and interest.

A MERCHANDISING promotion for Borden's "45 Minutes in Hollywood" program was originated and conducted by Robert G. Soule, WFBL, Syracuse, New York. A huge mince pie was placed in the center of the station's display window which was assigned for the one week to advertise the Borden's products, and the radio audience was asked to estimate how much the pie weighed. An announcement explaining the contest was run during the station's weekly "Musical Contest" and 25 mince pies were given to the 25 closest answers.

WITH a truck equipped for short-wave transmission, KMBC, Kansas City, has its "Newscaster" cover special events, as well as spontaneous happenings. So he can cover events on the run, the announcer can stand with his head out of the top of the truck while it is in motion.

THE SIXTH annual of the *WLS Family Album*, just off the press, presents a "face-to-face visit" with the station's listeners. Its 48 pages are illustrated with pictures of talent and personnel, spiced with human interest touches. Last year's edition sold 55,000 copies.

SUSPENDED over the ring by a rope and pulley, a microphone of WMT, Waterloo, Iowa, caught the pants and grunts and exclamations of Max Baer, heavyweight champion, and his brother, Buddy, during a boxing show at Waterloo Dec. 4. The sound effects supplemented blow-by-blow descriptions.

DURING a recent heavy fog, WCCO, Minneapolis, heard a Northwest Airlines plane vainly trying to locate the airport. An appeal broadcast by WCCO brought out motorists who illuminated the airport with their headlights. Within a few minutes 10,000 cars were around the field and with their aid the pilot landed his six passengers safely.

YOU

CANNOT GET

ADEQUATE COVERAGE

in the

Nation's 13th Retail Market

WITHOUT

WKBF

Indiana's Only NBC Outlet

D. E. "Plug" Kendrick, Vice President and General Manager

WHAT
DETROIT
STATION
shows the greatest increase* in listeners in the Detroit Metropolitan Area?

WJBK

**Results of independent survey now on file*

WFAA

Super-Power
A
Choice
Dial
Position

50,000 WATTS 800 K. C.

Nationally
Cleared
Channel
Covering a
Lucrative
Market

DALLAS

(Owned and Operated by The Dallas News and Journal)

FIRST in the SOUTHWEST

Represented by Edward Petry & Co.

KTHS, Hot Springs, Ark., will observe its tenth anniversary Dec. 20 with an elaborate program schedule featuring all artists now broadcasting locally as well as many whom have appeared in the past. Using 10,000 watts, the station is owned by the Hot Springs Chamber of Commerce.

CHICAGO listeners who tune in Father Coughlin's Sunday afternoon broadcasts must dial WTMJ, Milwaukee, now that KYW has moved from Chicago to Philadelphia. In a test of audience sentiment about Father Coughlin, WTMJ found a 100-to-1 favorable response.

KYA, SAN FRANCISCO, is conducting a weekly audition designed to unearth radio material from the ranks of amateurs. With only three announcements made the first week, more than 1,500 applications were filed. All contestants passed by the audition board are used by Cyrus Trobbe, musical director, in one featured program.

H. P. DREY, president and general manager of KROW, Oakland, announced that San Francisco studios, in addition to those in the East Bay City, soon will be established.

THE BACK-SEAT Driver, from KGW-KEX, Portland, Ore., is sponsored by a local auto repair service. Opening with musical background, the Back-seat Driver is introduced and chats about driving. Another program, "Let's Quit Killing" dramatizes fatal auto accidents. It is sponsored by a number of public and civic agencies.

YANKEE Network has begun a "Baseball School of the Air," directed by Jack Onslow, coach of the Boston Red Sox. It is designed to teach boys how to play baseball and impress upon them the principles of sportsmanship.

THE NINTH anniversary of the Grand Old Opry, WSM's Saturday night barn dance, was observed Dec. 1, with its master of ceremonies, George D. Hay, directing a program in which the cast appeared in rural clothes effects.

LOS ANGELES Wholesalers Outlet Store, women's clothing, has appointed Fred Wesley, Inc., to conduct a holiday campaign over 10 stations. Broadcasters in Los Angeles, Hollywood and Long Beach are used. The programs are massed for Sunday morning hours, advertising Monday and week-day sales. The sponsor is using the radio campaign instead of the press.

KFUO, St. Louis, operated by the Evangelical Lutheran Church observed its tenth anniversary recently. A public service, held in the Municipal Auditorium, was broadcast over the station.

TED PARSONS has returned to the air weekly through KMTR, Los Angeles, with a sustaining series called "Heroes of the Escadrille." He produced a similar program over KFWB, Hollywood, for many months, but had been off the air since spring to write "Hell in the Heavens," current aviation release, for Fox Film Corp.

SPONSORED commercially for 2 hours, 15 minutes from the stage and for 30 more minutes from the studios, the "Iowa Barn Dance Frolic" staged by WHO, Des Moines, is a sellout at 25 cents per person each Saturday night. The cast of 65 is directed by Peter MacArthur, WHO program director, and Gene P. Loffler, his assistant, with Ernest Sanders and Stanley Widney as announcers. Sponsors are Alladin Lamps, Keystone Steel & Wire Co., Morton's Salt, United Remedies, M-K cold remedy and *Pathfinder* Magazine.

"MEET THE COMPOSERS" is the title of a series of 15-minute programs over WFBL, Syracuse, N. Y., with a different composer covered each time. Illustrations of his works are given in the musical portion of the program, augmented by the life story.

"I Want an Audition"

Reprinted from Judge

THE FIRST MARKET to use broadcast advertising in a sizable way in Salt Lake City, caused an unusual reaction with the people when it booked a series of daily five minute remote control programs over KDYL. The Success Market, recently opened, uses a roving market reporter, covering the various departments and announcing the specials. The five minutes are balanced with dialogue between the reporter, the department managers and attendants, and the public.

A SERIES of weekly concerts by the Minneapolis Symphony Orchestra over CBS will begin Dec. 28, originating from WCCO, Minneapolis. Twelve concerts are planned, through to April 26, on Fridays from 3:15 to 5 p. m. Eugene Ormandy, young Hungarian conductor, will wield the baton.

KMBC, Kansas City, has begun a series of "home town" broadcasts, a single town to participate in each program.

FROM SHIPS ASHORE
Arrivals and Departures Now Are Broadcast by KYA

NEWS broadcasts from the decks of arriving and departing ships of the Dollar Steamship Lines are a new feature of KYA, San Francisco, with Dean Maddox as announcer and interviewer.

A direct telephone wire from the docks to the studio is connected to a ship line which is heaved ashore even before the steamer is completely moored. Maddox and technicians board the vessel at quarantine grounds and plans for interviews with prominent passengers are completed while the ship is moving up the bay.

In the case of departures, Maddox starts the programs 15 minutes before "All Ashore That's Goin' Ashore" is sounded.

Cavaliere Marchesi

CAVALIERE ENRICO MARCHESI, president and founder of the E.I.A.R., Italy's broadcasting system, and a former vice president of Europe's International Broadcasting Union, died at his home in Turin Nov. 7, only a few days after he had been heard on the radio during the celebration of the tenth anniversary of the E.I.A.R. He was also chief engineer of the system, and as an engineer enjoyed a world-wide reputation, being well known in America. He was a pioneer in Turin's motor car industry and was chairman of the board of the Fiat Motor Car Co.

Transcriptions

1. **"SONS OF THE PIONEERS."**
A grand hill-billy feature, recorded library fashion. 102 numbers, so arranged programs can be made up for less than $1.00 per fifteen minutes.

2. **"THE KING'S MEN."**
Paul Whiteman's new find. Here is the pick of their repertoire in 26 fifteen minute programs.

3. **"KAY KYSER'S ORCHESTRA"**
13 novelty musical shows, different from any dance band recordings made.

Prices and Particulars on Request

●

STANDARD RADIO ADVERTISING CO.
6404 Hollywood Blvd. • Hollywood, Calif.
Chicago — Universal Radio Productions
New York — Conquest Alliance Co.
Boston — Kasper-Gordon Studios

Makers of Standard Electrical Transcriptions for Radio

COUNT US OUT!

In the November 27 issue of "VARIETY" it is claimed that

Mail Is Off 40%

"VARIETY" further asserts that Stations throughout the country report a drastic falling-off in mail count.

And so we stop at the word "count," to repeat it, but ADD two more words to make a sentence—"COUNT US OUT!"

All of which, in simple terms, means that WWVA fan mail is not off. In fact the first eleven months of 1934 are exactly 121.5% ahead of the entire twelve months of 1933 AND picking up every day!

If you want MAIL, or just plain results from your advertising expenditure in Eastern Ohio, Western Pennsylvania and West Virginia, consult our representatives or write direct.

Columbia Station

5,000 WATTS
WWVA
1160 KILOCYCLES

West Virginia Broadcasting Corp.
Hawley Building
WHEELING, W. VA.

●

Representatives
J. H. McGILLVRA
485 Madison Ave. NEW YORK
JOHN KETTLEWELL
230 N. Michigan Ave. Chicago

Add Human Interest to Your Musical Programs

This New Book Places a Gold Mine of Valuable and interesting information about Modern Composers and their Works at your finger-tips.

COMPOSERS OF TODAY

A Comprehensive Biographical and Critical Guide to Modern Composers of All Nations

Compiled and Edited by
DAVID EWEN
Author of
"From Bach to Stravinsky"

Indispensable to every program director, musical staff, continuity department, announcer and agency. It includes: Illustrated biographies of some 200 composers, with bibliographies of published and recorded works; critical estimates by over 100 leading critics; bibliography of source books and periodicals devoted to modern music; pronunciation of names; alphabetical arrangement. $4.50.

At Your Booksellers or from

H. W. WILSON COMPANY
950 University Avenue
New York

WHEN WIRES FAILED
Radio Came to the Rescue and Iowa Paper Got Its News

WHEN United Press wires were down between Des Moines and Washington, Iowa, and Des Moines and Kirksville, Mo., during a recent Iowa blizzard, it was impossible for editors of the *Washington Journal* and *Kirksville Express* to receive U. P. bulletins. As a result, James Maxwell, news editor of WHO, cooperating with Hartzell Spence, Iowa bureau manager of the U. P., broadcast special news bulletins to these editors, that their papers might go to press as usual.

Following is an excerpt from the *Washington Journal's* comment on the service given by WHO:

"United Press wires between Des Moines and Washington were down today, and the usual wire news service failed to function, for the first time in years. Some general news bulletins were received over the radio, however.

"The U. P. broadcast a message from station WHO about noon, asking Washington listeners to notify the *Journal* that a news broadcast, especially for this paper, would be sent from the Des Moines station at 2:30. About 50 persons called the *Journal* to relay this message. One such call came from Crawfordsville after communication was opened with that town early this afternoon."

RCA VICTOR Co., Inc., Camden, N. J., has issued a revised edition of its Bulletin No. 46, describing the new RCA Victor inductor microphone type 50-A, which is specially designed for remote pickups.

Brooklyn Merger Plans Are Argued

FCC Hears Proposal to Unify Three Stations on 1400

COINCIDENT with the opening of hearings Dec. 3 before Examiner George H. Hill of the FCC, involving a half dozen competitive applications for the 1400 kc. regional channel assignment now divided among four Brooklyn stations, three of these stations disclosed a plan for consolidation, and simultaneously filed with the FCC an application for voluntary assignment of their licenses to a new corporation, which would be headed by Rep. Emmanuel Celler (D.), of New York, as chairman of the board. The stations involved are WLTH, WARD and WVFW. Early this year Examiner Ralph L. Walker had recommended that these stations, along with WBBC, also sharing time on the channel, be deleted for alleged failure to serve public interest. The new hearings closed Dec. 11.

Proposed Set-up

UNDER the consolidation plan, Rabbi Aaron Kronenberg, of WARD, would become president of the new organization, with Salvatore de Angelo, of WVFW, as vice president, and Samuel Gellard, of WLTH, as secretary-treasurer. In addition to Congressman Celler, the *Brooklyn Times-Union* also may be represented on the board. David Haskins, an assistant to Rep. Cellar, also is slated for board membership.

The new hearing was ordered by the FCC because of the pendency of new applications for the 1400 kc. channel. Among the new applicants who also participated in the hearings which began Dec. 3 were the *Brooklyn Daily Eagle*, WEVD, New York, which seeks a shift in frequency and the improved facilities, and Arde Bulova (Bulova Watch Co.) and Norman K. Winston, who filed a joint application. American Radio Productions Institute, Inc., New York, also an applicant, did not put in its appearance. Numerous other parties in interest called by the Commission also participated.

Joint Ownership

IN HIS TESTIMONY before Examiner George S. Hill Dec. 10, Rep. Celler expressed opposition to ownership of stations by newspapers. Striking directly at the application of the *Brooklyn Daily Eagle* for the 1400 kc. channel, he said he was opposed to any newspaper owning and operating a station. "I do not believe," he declared, "that a newspaper's function is to control radio. It would be a dangerous thing in this land if newspapers could reach out for mastery not only into the news columns but in the dissemination of news and whatever goes over the radio."

Mr. Celler said it was his view that there should be a separation of newspapers and stations, and that he would favor legislation which would preclude the joint ownership. Every effort should be made, he asserted, to maintain greatest freedom in dissemination of news whether by radio or the press.

EQUIPMENT

ALTHOUGH the KOMO-KJR studios in Seattle are only nine months old, a new sound studio has been constructed, and a new channel added to the control room. This gives KOMO-KJR the use of an additional studio for incoming chain programs, incoming remote programs, studio programs, transcriptions to the stations, and also outgoing programs to the chain. Six new inductor microphones and five new microphone stands have been installed. All are high fidelity. The installations were under the direction of F. J. Broc, chief engineer, assisted by George Johnson and Tom Rewak.

AMERICAN TRANSFORMER Co., Newark, has just issued a personal edition of its Bulletin 1002, titled "Transformers for Audio Amplification and Transmission." A large deluxe edition is soon to be printed. The personal edition is free, but 10 cents for mailing is charged for the de luxe volume. The bulletins describe the new series of AmerTran transformers.

THE NEW 1,000 watt transmitter for KQW, San Jose, Cal., was to be installed and ready for testing within two weeks of the date set for the dedication ceremony, New Year's Eve, it is announced by Ralph Brunton, owner of the Northern California Broadcasting System, which also operates KJBS, San Francisco.

NITROGEN-FILLED condensers for the new equipment at KYW, Philadelphia, are described by Westinghouse engineers as revolutionary in design, the nitrogen under pressure permitting smaller plates brought closer together. The condensers were developed by Heintz & Kaufman, Ltd., of San Francisco, and Westinghouse engineers worked out the design for the installation.

AT ITS NEW SITE, near Downers Grove, Ill., WCFL, Chicago, is installing an RCA Victor Type 5-C, 5 kilowatt transmitter, to be ready shortly after the first of the year. The half-wave vertical radiator will be 530 feet high. The new transmitter replaces an RCA Type 1-B installation. WCFL has been operating with 1,500 watts for several years.

WHILE NEW equipment for WIOD, Miami, Fla., is being installed, Milton C. Scott, chief engineer, is using a new RCA Victor OP-4 outside pickup amplifier for temporary studio equipment.

Must Pay Tax

TEN MONTREAL radio listeners discovered recently that it pays to buy the annual $2 radio license. They were fined $5 each and costs in court for not having a license. The alternative was eight days in jail. One listener pleaded not guilty and was remanded for trial later in the month. In Toronto it is understood there are about 100 cases waiting with the local radio inspector to be taken up in court for evasion of the license regulations in the Canadian Radio Act.

The government is prosecuting in many cases, and as a result of a vigorous license selling campaign more listeners now have the little slip which shows they are entitled to operate a radio receiver. Latest figures show that 45,000 more listeners bought licenses this fiscal year than last, with a total of 548,249 licenses issued since the beginning of the fiscal year, April 1. The amount collected is close to the annual appropriation for the Radio Commission, about $1,000,000.

THAT GUY IN CANADA

Is Still Listening In!

Yes, and so is the one in Montana and a lot of others scattered throughout the whole of North America . . . BUT, you are not buying them when you pick WHAS to broadcast your advertising message . . . No, they are just so much *"gravy"* thrown in with the rich Middle Western primary audience which this station delivers . . .

But our Canadian . . . Mexican and other far removed listeners are important for one reason . . . *they demonstrate the strength and clarity of the signal from WHAS . . . and they also indicate that WHAS offers something worth listening to!* A casual study of WHAS's schedule is sufficient to convince any skeptic that WHAS must be pretty popular in its primary area as well as attractive to innumerable other listeners in other sections of the country, because it offers them a *better show* than any other station in the territory . . . delivering it on a nationally cleared channel (820 kilocycles) with Super-power (50,000 watts) which affords consistently good reception . . . !

WHAS *Owned and Operated by* THE COURIER-JOURNAL THE LOUISVILLE TIMES

Represented Nationally by Edward Petry & Co.

New York Chicago Detroit San Francisco

Freedom of Air for Broadcasters

(*Continued from page* 16)

of existence and its owner deprived of his investment and means of livelihood if it is used for the oral dissemination of exactly the same language.

The power to suppress a broadcast station is exercised principally by refusing to review a license because of utterances previously disseminated over the station, on the ground that the utterances do not meet the test of "public interest, convenience or necessity." The story of how the intent of our forefathers as expressed in the First Amendment, and the intent of our modern lawmakers as expressed in the Radio Act, have been successfully circumvented is one of the most interesting and instructive in the annals of administrative law. We can only glimpse at some of the chapter headings.

Six-Month Rule

THE CRUX of the matter is that each broadcaster must come to the Government every six months as a supplicant for the right to continue in business. The agency to which he must apply for renewal of license is the Federal Communications Commission, formerly the Federal Radio Commission. This agency has the power to issue licenses for a three-year period. There was a period during which licenses were limited to three months, but that period expired several years ago. Still, the Commission persists in the six months' limitation.

This Commission is one of the most perfect and complete amalgams of executive, legislative and judicial powers in the Federal Government. Its legislative (or rule-making) and judicial powers are, with the exception of restrictions not important to this discussion, subject only to the standard of "public interest, convenience, or necessity." Under this standard, it makes the rules to which a broadcaster must conform, it acts as prosecutor, and sits as judge on the cases in which it is also the prosecutor.

Here let me mention an astounding paradox. The Commission has repeatedly held that it does not have the power to make any regulations governing the contents of programs or even advertising because of the prohibition against censorship in Section 29. Figuratively, in the same breath it has warned broadcasters that it will take such matters into account in determining whether it will renew licenses.

Censorship Cloak

IN OTHER WORDS, after listening to a mass of evidence adduced without formulated issues, the Commission will give an ex post facto judgment as to what should have been the rule the broadcaster should have known enough to abide by. Bad as would be the regulation-making power which the Commission disclaims, it would at least afford a measure of certainty as to the duties of the licensee. The strange thing is that both the power to renew licenses and the power to make regulations are governed by exactly the same phrase in the statute, "public interest, convenience or necessity," but the phrase has a chameleon-like character.

Even without resorting to Section 29 forbidding censorship, I am confident that the phrase "public interest, convenience or necessity" will not bear the interpretation put upon it by the Commission in connection with renewal of licenses. Perfectly good precedents can be found in decisions of the Supreme Court to show that it must be given a more restricted meaning, analogous to that given similar phrases in public utility statutes. It was never intended as a cloak for censorship. Yet that is exactly what it is being used for.

Those of you who are not familiar with the Commission's decisions would be shocked at the application of this standard to particular cases in which, as the result of defamatory utterances milder on the whole than those involved in the Minnesota Gag Law Case, broadcasting stations have been forever silenced.

Legal Liability

WHAT are the results? I shall not attempt to summarize all that occur to me.

One immediate and important consequence is that this state of the law forces the broadcasters themselves, or at least the more timorous among them, to exercise what some complain of as a private consorship over the speeches of those who use their microphones. This tendency is further encouraged by the prohibition against obscene, indecent or profane language in the Radio Act, and by the position taken by the Nebraska Supreme Court which held a broadcaster liable for defamation occurring in a political speech which it was forbidden to censor by Section 18 of the Radio Act.

Another important consequence is that the guaranty of free speech has ceased to keep pace with the progress of science. It still exists for the obsolescent public platform but not for great means of mass communication now replacing it.

Avoiding Restraint

THE STATUTE should be amended if necessary. The Commission should issue licenses for the maximum period of three years permitted by statute. It should cease using proceedings on applications for renewal of license for discipline of licensees, and should employ revocation proceedings in which it will have the burden of alleging and proving specific misconduct. More important than all this, the law should be changed so that it would cease to be the judge in a case in which it is also the prosecutor.

The evil to be avoided—if we have any regard for the lessons of history—is governmental restraint on liberty of expression, whether imposed by hereditary monarchs or democratic majorities.

I know of no justification for such consequences. The only justifications I have heard vanish like the Arabs when the facts are frankly faced.

I wish time permitted me to discuss in detail the remedies that were called for. I have not given up hope, of course, that some day broadcasting will achieve a victory comparable to the Minnesota Gag Law Case.

The present state of its rights is like the majority opinion in the Milwaukee Leader Case. It is interesting to note that in the cases both of the press and broadcasting the defeats for liberty of expression have occurred in rulings by administrative officials enjoying a broad combination of executive, legislative and judicial powers, on one side the Postmaster General and on the other the Federal Radio Commission.

Union's Attitude

IN CLOSING let me express frankly a measure of disappointment at the position taken by the American Civil Liberties Union during the past year or two on freedom of speech by radio. I have agreed with its position so regularly in the past on all questions involving liberty of expression—and particularly with regard to postoffice censorship—that the disappointment is all the greater when I find its representatives advocating what seems to me an inconsistent and an indefensible point of view on radio censorship. The evil to be avoided—if we have any regard for the lessons of history—is *governmental* restraint on liberty of expression, whether imposed by hereditary monarchs or democratic majorities.

Yet this organization, at least in its recent appearances in Washington, is directing some of its shafts at a phantom which it calls private censorship, apparently not realizing that if there is such an evil it is due above all to what ought to be considered an unconstitutional censorship by a governmental agency.

In my opinion there is no better way of bringing on a Hitler regime over radio in this country than by having the government attempt to interfere with private censorship—which, in most cases, is simply perfectly legitimate editorial selection—and by seeking additional governmental interference with broadcast programs. In a word, it seems to me that some of your efforts have been directed at increasing the very evils which you have usually combated.

Your first target should not be the unfortunate broadcaster over whom the Commission exercises a life-and-death power every six months.

Market With
MONEY!

Among the fifteen largest markets, Milwaukee rates—

Home Ownership	3rd
Automobile Ownership	5th
Radio Ownership	2nd
Industrial Payrolls	6th

Covered Thoroughly ONLY by

WTMJ
THE MILWAUKEE JOURNAL STATION
EDWARD PETRY & CO.

WCAE Supremacy Proven By List of Accounts

Acme Beauty Salon
American Oil Company
American Rolling Mill Co.
Max Azen
B. T. Babbitt Co., Inc.
Baume Bengue
Bayer Co., Inc.
Benton & Bowles, Inc.
Better Homes Exhibit
Boggs and Buhl
Boyds
Bristol-Myers Co.
Bulova
Bunte Brothers
Campana Sales Company
Carnation Company
Carter Medicine Co.
Climalene Co.
Cities Service Company
Colgate-Palmolive-Peet Co.
Crazy Water Hotel Co.
R. B. Davis Company
J. Diamond Company
Drake-Kapphan Piano Co.
Ex-Lax, Inc.
Firestone Tire and Rubber Co.
F. W. Fitch Co.
Frank and Seder
French Lick Springs Hotel
Fruit Dispatch Co.
General Foods Corp.
A. C. Gilbert Co.
Gillette Safety Razor Co.
General Mills, Inc.
Gimbel Brothers
Great Atlantic & Pacific Tea Co.
Haller Baking Co.
Harris Store Company
The Hoover Company
Joseph Horne Co.
Independent Wallpaper Co.
Johns-Manville Corp.
S. C. Johnson & Sons, Inc.
Kaufmans
Kraft-Phenix Cheese Corp.
Kroger Grocery and Baking Co.
Lady Esther Co.
W. W. Lawrence & Co.
Lehn & Fink Products Co.
P. Lorillard Co.
R. E. Loughney, Inc.
Luxor, Ltd.
Malted Cereals Co.
Maryland Pharmaceutical Co.
Maybelline Company
May Stern Company
Metropolitan Life Insurance Company
Mohawk Carpet Mills
The Molle Co.
Moonshine Chemical Co.
Natural Gas Company
Norwich Pharmacal Co.
Penn Tobacco Co.
Pepsodent Company
Philip Morris & Co.
Plough, Inc.
Pontiac Motor Co.
Premier Pabst Sales Co.
Procter & Gamble Co.
Ralston Purina Co.
Red Star Yeast & Products Co.
Reymer Bros.
Rival Dog Food
Roosevelt Hotel
Rosenbaum Company
Scott & Bowne
Spear & Co.
Standard Brands, Inc.
Sterling Products
The Studebaker Sales Corporation of America
Swift & Co.
United Drug Co.
U. S. Tobacco Co.
The Texas Co.
Vicks Chemical Co.
R. L. Watkins Co.
Western Clock Co.
Wheatena Corp.
Woman's Home Companion

Space prevents complete listing

WCAE 1000 Watts — 359 Sixth Avenue, Pittsburgh — FULL TIME BASIC RED NETWORK — WCAE 1220 Kc.

AUTUMN DAYS
in Washington

The world famous parks and drives here are at their best now with beautiful autumn colors and bracing weather. Visit Washington this fall and enjoy your stay more.

Stop at this distinctive hotel. Quiet exclusiveness, downtown location, facing Lafayette Park.

The
HAY-ADAMS HOUSE
LAFAYETTE PARK AT SIXTEENTH
NATHAN SINROD, MGR.
WASHINGTON, D.C.

PUTTING COFFEE INTO MORE CUPS

Even Summer Months are Good Coffee Months Since Arnholz Co. Adopted Radio in a Big Way

By W. S. (Billy) WELSHIMER
Advertising Mgr., Arnholz Coffee Co., Wichita, Kan.

ARNHOLZ COFFEE Co., organized in Wichita in 1915, enjoyed a steady growth using various advertising media, but the adoption of radio less than two years ago, through KFH, Wichita, marked a milestone in the business. Arnholz coffee is sold to the grocer trade and our advertising efforts are concentrated on this particular brand.

After signing the contract with KFH, it fell to my lot, as advertising manager, to get results. Our first efforts, starting April 9, 1933, were so encouraging that we decided to build our own studio programs and increase our radio budget. We happened to have a good tenor in the organization so we obtained an organist and put on three programs each week from 12 noon to 12:30, featuring Raymond Shelley, Arnholz organist, Marc Benjamin, Arnholz tenor, with the writer as announcer.

Those Hot Summers

THE PROGRAMS were carefully prepared and much time and thought spent on the advertising copy. Announcements were made midway in the program, usually in the form of a concise sales talk with a suggestion at the opening and closing of the half-hour period.

MR. WELSHIMER

At the end of the first summer we found that we had overcome the usual summer slump in sales, with a 10 per cent increase over the previous winter's business. With the normal decrease in coffee consumption running about 33 to 40 per cent during the warm months, and faced with destructive price-cutting at the time, we considered these results remarkable, and naturally renewed with the expiration of the first year's contract. The new contract called for a like number of broadcasts on the same days, same time.

Bad Coffee Weather

OUR CONFIDENCE in the value of radio now fully established, we decided to present a more pretentious series of broadcasts and organized the Arnholz orchestra under the direction of Whitey Clinton, again featuring the Arnholz tenor and guest artists, with the writer continuing as announcer. We have gradually increased our talent, recently adding the Roy Wall Singers, and now have 21 artists appearing regularly.

This last summer was a bad one, so far as coffee weather was concerned, even worse than the previous summer. Despite the hot, dry period, our sales held up splendidly. The autumn was extremely late and little cold weather was experienced until late November. With all these obstacles to overcome, our October sales were the largest in the history of the company, being 33 per cent more than the same month a year ago.

Our November records are not complete but we are confident from data now available that they will be still larger, and the normal increase during the winter months should bring a tremendous advance in sales. Overtime is a common occurrence in our plant as we strive to meet the new demand.

Points of Emphasis

ARNHOLZ is sold through the territory at a uniform retail price, both by chain stores and independent merchants. We have been almost 100 per cent successful in getting merchants to cooperate in maintaining this uniform resale price. Together with the economy and quality combination offered the customer, this price uniformity has made Arnholz one of the larger selling coffees in the Southwest.

The writer has personally prepared all of the advertising continuity, using Quality, Freshness and Economy as the high-lights. On Monday, to capitalize on the national interest in coffee freshness created by the Sunday night Chase & Sanborn program, we use Freshness as our subject, tying in the two other points.

On Wednesday we use the Quality theme, subordinating the other two, and on Friday, the day before the big week-end food shopping when special prices are featured on many items by food stores, we stress Economy, with proper emphasis on the other factors.

We are continually searching for new approaches to these themes and prepare fresh copy for each broadcast. Following this outline, we are indelibly stamping the merits of our product on the public mind and believe we have reason to be proud of our result.

S.O.S.

WITHIN 3 MINUTES AFTER CAPTAIN ULM'S ILL-FATED PLANE PLUNGED INTO THE PACIFIC—

TRANSRADIO PRESS

FLASHED THE DRAMATIC DETAILS OF ULM'S DISASTER TO ITS CLIENTS IN EVERY CORNER OF THE UNITED STATES. BUT IT DID NOT SACRIFICE ACCURACY TO SPEED.

While many Radio Stations not subscribing to T.P. were filling the air with erroneous flashes, announcing the finding of Ulm's Plane, Transradio was flashing the true facts of the fruitless search. Don't damage your station's prestige by flashing incorrect news. You can be first on the air with tomorrow's flash news and you can be assured of its accuracy by subscribing to Transradio's Worldwide Service.

24 hour-a-day flash and bulletin coverage—available in 5-10-15 minute units—delivery by printer, telegraph or short wave out of New York, Chicago, Los Angeles.

WIRE OR WRITE FOR RATES

TRANSRADIO PRESS SERVICE, INC.
"Only What is Authentic and Airworthy"
342 Madison Ave. New York City

KYW Starts Operating From Philadelphia With 60 Network Advertisers

BEGINNING operation at its new location with an imposing list of some 60 network commercials, aside from local accounts, KYW was dedicated Dec. 3 as the new Philadelphia outlet of the NBC-WEAF network with an inaugural program in which many leading figures of the industry participated.

The Westinghouse station, which had operated in Chicago since 1921, started operating from Philadelphia with a five-hour program, starting at 8 p. m., in which more than 50 radio artists participated. A portion of the program was broadcast over the NBC-WEAF network.

Among those who participated in the dedication were A. W. Robertson, chairman of the board of Westinghouse, owner and operator of the station; Vice Chairman Thad H. Brown, of the FCC Broadcast Division; M. H. Aylesworth, NBC president; Richard C. Patterson, Jr., NBC executive vice president; Maj. Edward Bowes, conductor of the "Capitol Family" program over NBC; and Isaac D. and Dr. Leon Levy, officials of the Philadelphia Broadcasting Co., handling the local program management of KYW.

Testimonial to Frick

A TESTIMONIAL dinner Dec. 5 to Ford Frick, president of the National League, and for some time announcer for WNEW, Newark, WOR, Newark, and CBS, was broadcast over WNEW. Leading figures in the sports world attended the dinner. The program was announced by Bill Farren, WNEW sports commentator. Stanley Lomax, sports writer of the *New York Journal*, has been selected as WOR's sports commentator to succeed Frick, who takes over his baseball post Dec. 15.

FCC Changes Loom

(Continued from page 7)

ago he vigorously opposed Col. Brown's confirmation as a member of the former Radio Commission.

Lack of Money

MEANWHILE, the FCC is finding itself hampered somewhat by lack of sufficient appropriations to permit the expansion contemplated in its regular staff. It had asked for an appropriation of $2,000,000 for the fiscal year which begins next July, to provide for a personnel expansion of from some 200 to approximately 600. The Budget Bureau, however, whittled this estimate down to about $1,500,000, but since has been parrying for a further reduction. The whole issue comes before the subcommittee of the House Appropriations Committee charged with independent offices' appropriations. This committee now is sitting behind closed doors hearing testimony.

Since last July, when the FCC was organized, approximately 70 additional employes have been retained for a roster of some 270. Before it can augment its staff further, however, the FCC feels it must know where it stands on appropriations. Moreover, it is planning heavy expenditures for investigations demanded by Congress as well as those of its own volition, several of which already are under way. To carry on now, the FCC is using the old Radio Commission budget, and will seek a deficiency appropriation for the current fiscal year, when Congress convenes, of approximately $500,000.

Only one major post on the FCC remains unfilled—that of a third assistant general counsel at $7,500 annually. The Field Section, placed under the Engineering Department last Summer, has been made a permanent organization, with nearly all of the staff retained in regular posts. There was a "leveling" of salaries, with increases for some and decreases for others.

Grocery Schedule

SOUTHERN California Retail Grocers Association on Dec. 4 launched a six-months campaign on KFI, Los Angeles, including a 15-minute morning program three times a week. Advertising Arts Agency, Los Angeles, handles the account. The organization has used trade publications and direct mail to outline the campaign to independent grocers. Ray Leffingwell, known over the air as the "Musical Philosopher," will do the broadcasts with pianologues, guest artists and philosophy with a theme of using the time to build consumer acceptance for the grocers participating in the radio program. Independent grocers, who will pay the broadcast bills for the series, will post advance program schedules and notes in their stores and many will have a set tuned in at the stores for those who want to listen there.

"SPOT" PUZZLE

Find the third piece in this puzzle and you have solved the question of what Los Angeles Station to use for effective, economical "spot" coverage of the nation's 4th largest market. And when we say economical we mean rates that are 50% to 60% under any of the other major Los Angeles outlets. For further "spot" facts write to...

KFWB
LOS ANGELES

Owned and Operated by Warner Bros. Motion Picture Studios, Hollywood Calif.
Free & Sleininger Inc. Exclusive Representatives.

BROADCASTING
Broadcast Advertising

GIVE
THE GIFT YOU'D
LIKE TO RECEIVE

THE IDEAL GIFT FOR:

Agency Executives — Advertisers
Advertising Prospects — Station Staffs
Radio Friends

Bulk Subscription Rates

Over 15 Subscriptions $1.50 EACH
5 to 14 Subscriptions $2.00 EACH
2 Subscriptions $2.50 EACH
Single Subscriptions $3.00 EACH

All Subscriptions Include Year Book
(Extra Year Book Copies $2 Each)

I enclose $..... for ..... Subscriptions

Signed.....

Address.....

City.....

I AM ATTACHING LIST OF NAMES TO WHOM THESE SUBSCRIPTIONS ARE TO BE DELIVERED

ACTIONS OF THE
FEDERAL COMMUNICATIONS COMMISSION
(Broadcast Division)
NOV. 30 TO DEC. 13, INCLUSIVE

Decisions . . .

DECEMBER 4

WQDX, Thomasville, Ga.—Granted consent to voluntary assign. license to H. Wimpy, granted CP to move transmitter locally, change equip. and hours from unltd. to D.

KSD, St. Louis—Granted modif. CP to change equip., increase from 500 w N, 2½ kw D to 1 kw N, 5 kw D, extend commencement date to Dec. 6, completion 60 days later.

WDRC, Hartford, Conn.—Granted license for CP to increase 1 to 2½ kw D, change equip.

WMEX, Chelsea, Mass.—Granted license for CP 1500 kc 100 w N, 250 w D unltd.

WTAR, Norfolk, Va.—Granted modif. license to use present transmitter as an auxiliary. Granted license covering new equip.

KADA, Ada, Okla.—Granted license for CP new station 1200 kc 100 w D.

KFVS, Cape Girardeau, Mo.—Granted license for CP to increase from 100 to 250 w D and change equip.

WDAY, Fargo, N. D.—Granted license for CP to change equip., increase to 2½ kw D, 1 kw N, 940 kc. unltd.

WEBQ, Harrisburg, Ill.—Granted license for CP to change equip., increase to 250 w D, 100 w N, 1210 kc specified hours.

WHBF, Rock Island, Ill.—Granted license for CP new equip., moving studio locally.

KIDO, Boise, Idaho—Granted license for CP to increase D power and install new equip., 1350 kc, 1 kw N, 2½ kw D unltd.

KUJ, Walla Walla, Wash.—Granted modif. license to increase from D to unltd., 1370 kc 100 w.

W6XAI, Bakersfield, Cal.—Granted modif. CP to change transmitter from composite to Standard RCA, type 1-d.

SPECIAL AUTHORIZATION: WTCN, Minneapolis, granted temp. auth. to use transmitter licensed to WLB pending installation of equip.

MISCELLANEOUS: WOL, Washington, granted request that Matheson Radio Co. hearing be continued to February; WBBR, Brooklyn, denied petition to dismiss applic. of WEVD, now before examiner; KRKD, Los Angeles, denied temp. auth. to use 1 kw D pending completion of construction authorized by CP.

ACTION ON EXAMINER'S REPORT: Julio M. Conesa, Ponce, Puerto Rico, granted CP new station 1420 kc 100 w N, 250 w D specified hours, sustaining Examiner Walker. Effective Dec. 18.

SET FOR HEARING: WRDH, Boston, renewal of license; NEW, Amzi G. Barber, Montgomery, Ala., CP new station 1210 kc 100 w unltd.; NEW, Liner's Brdcstg. Sta., Inc., Alexandria, La., CP 1370 kc 100 w D; NEW, Edward Hoffman, St. Paul, CP new station 1310 kc 100 w unltd.; WPTF, Raleigh, N. C., modif. exp. auth. increase 1 to 5 kw, increase time from limited to 12 midnight simultaneously with KPO and using directional antenna, to be heard en banc Jan. 21.

RATIFICATIONS: Granted request WMBR, Memphis, to take deposition in support renewal applic.; T. H. Barton, El Dorado, Ark., granted request to take depositions for his applic. for CP now set for hearing; KADA, Ada, Okla., granted extension program test period 30 days; Calcasieu Broadcasting Co. denied request its application be reconsidered and granted without hearing; WBBZ, Ponca City, Okla., granted temp. license Dec. 1 to June 1, renewal set for hearing; KGBX, Springfield, Mo., granted extension temp. exp. auth. to operate 1230 kc 500 w LS to midnight for 60 days; WPRO, Providence, R. I., granted exp. auth. operate 630 kc 250 w Dec. 1 to June 1; WLBW, Dayton, O., approved transmitter site 3½ miles northeast Dayton business district.

DECEMBER 11

WKBO, Harrisburg, Pa.—Granted CP change equip., increase 100 to 250 w D.

WMBF, Binghamton, N. Y.—Granted CP change equip., increase from 100 w to 100 w N, 250 w LS.

WKBZ, Muskegon, Mich.—Granted CP change equip., increase from 100 w to 100 w N, 250 w LS.

WIBU, Poynette, Wis.—Granted CP change equip., increase 100 w to 250 w D.

KRE, Berkeley, Cal.—Granted CP change equip., increase to 250 w D.

KLO, Ogden, Utah—Granted CP install new equip.

WSPA, Spartanburg, S. C.—Granted modif. CP approving transmitter site.

KFRO, Longview, Tex.—Granted modif. CP to change equip., move transmitter to Green St.

WIBA, Madison, Wis.—Granted 60-day extension exp. auth. to use 1 kw N.

WMAQ, Chicago—Granted modif. CP extending commencement date to 12-3-34, completion to 4-4-35.

KLZ, Denver—Granted modif. CP extending commencement date to 12-1-34, completion to 4-1-35.

KGIX, Las Vegas, Nev.—Granted modif. CP extending completion date to 2-2-35.

WSUI, Iowa City, Ia.—Granted modif. license increasing from 500 w to 1 kw D and change hours from spec. to unltd.

WFEA, Manchester, N. H.—Granted license covering increase from 500 w to 1 kw unltd.

WNBX, Springfield, Vt.—Granted license covering increase in power and hours from D only to LS at Erie, Pa., change equip., 1260 kc 1 kw.

WHDL, Olean, N. Y.—Granted license covering transfer from Tupper Lake to Olean, 1420 kc 100 w D.

WBNS, Columbus, O.—Granted license covering local move.

WIBM, Jackson, Mich.—Granted license covering change in equip., increase to 250 D; 1370 kc 100 w N unltd.

WJBK, Detroit—Granted license covering change equip., increase D power; 1500 kc 100 w N, 250 w D unltd.

WRAK, Williamsport, Pa.—Granted license covering local move, change equip., increase to 250 w D, 1370 kc 100 w N unltd.

KYW, Philadelphia—Granted license for move from Chicago and install new equip., 1020 kc 10 kw unltd.

KGRS, Amarillo, Tex.—Granted license covering change equip., increase from 1 to 2½ kw D, 1410 kc 1 kw N spec.

WJBC, Bloomington, Ill.—Granted license for move from LaSalle to Bloomington, 1200 kc 100 w, shares with WJBL.

KFWB, Hollywood—Granted license covering change equip., increase from 1 to 2½ kw D, 950 kc 1 kw N unltd.

KOIN, Portland, Ore.—Granted license for change equip. and increase from 1 to 2½ kw. D, 950 kc. 1 kw. N unltd.

WFBL, Syracuse, N. Y.—Granted modif. license increasing from 2½ to 5 kw D.

WAWZ, Zarephath, N. J.—Granted modif. license increasing from 250 to 500 w D.

WMPC, Lapeer, Mich.—Granted modif. license to change from CST to EST Sunday.

KGBU, Ketchikan, Alaska—Granted modif. license to change from spec. to unltd.

WMC, Memphis—Granted consent voluntary assignment license to Memphis Commercial Appeal, Inc.

KGHI, Little Rock, Ark.—Granted consent voluntary assignment license to Arkansas Broadcasting Co.

WPFB, Hattiesburg, Miss.—Granted consent voluntary assignment license to George T. Bishop.

W2XR, Long Island City—Granted renewal exp. license from 12-29-34 to 6-29-35.

WFLA-WSUN, Clearwater and St. Petersburg, Fla.—Granted modif. exp. auth. increase from 1 kw 2½ kw LS to 1 kw 5 kw LS and change equip.

KPSA, San Antonio, Tex.—Granted modif. exp. auth. increase 2½ to 5 kw D.

KCPB, Seattle—Granted modif. exp. auth. to use 250 w 710 kc unltd.

WRDW, Augusta, Ga.—Granted consent voluntary assignment license to Augusta Broadcasting Co.

WKBB, E. Dubuque, Ill.—Granted CP change equip., increase from 100 to 250 w D and change hours from spec. to unltd.

KGDM, Stockton, Cal.—Granted CP increase to 1 kw D.

W9XA, Denver—Granted renewal exp. license.

W8XAR, Saxonburg, Pa.—Granted renewal exp. license.

MISCELLANEOUS: NEW, Wm. A. Schall, Omaha, Neb., denied petition exp. auth. new station 1420 kc 100 w unltd. pending hearing (CP for new station in hearing docket); WSYR-WSYU, Syracuse, N. Y., denied petition setting out agreement between WMCA and WSYR that neither will oppose application of the other (WSYR CP to move locally, change equip. and increase power now in hearing docket); WMCA, New York, denied petition as set forth in foregoing WSYR ruling (WMCA petition for modif. license to increase from 500 w to 1 kw in hearing docket); WNBC, Silver Haven, Pa., hearing adjourned until further order; NEW, Delbert E. Replogle, Ridgewood, N. J., hearing on applic. for CP in Boston area 1570 kc 1 kw continued indefinitely; WGFK, Moorehead, Minn., oral argument on application to move to Duluth, set for Dec. 17, continued 30 days.

SET FOR HEARING: WQDM, St. Albans, Vt., CP move transmitter and studio locally, change equip., change from 1370 to 1390 kc, increase from 100 w to 1 kw, change hours; NEW, Homer York, Dufkin, Tex., CP new station 1340 kc 250 w unltd.; WDNC, Durham, N. C., CP install new equip., increase from 100 w to 1 kw D & N, change from 1500 to 590 kc and move transmitter locally; KPOF, N. Denver, Col., modif. license to increase from 500 w to 1 kw D; KGFI, Corpus Christi, Tex., exp. auth. increase 100 to 250 w N, to be heard Jan. 23; NEW, F. N. Pierce, Taylor, Tex., CP 1310 kc 100 w unltd. (amended to request D only); WDZ, Tuscola, Ill., CP change equip. increase from 100 to 250 w D (applic. in hearing docket amended to ask 1020 kc when KYW moved to Philadelphia).

SPECIAL AUTHORIZATIONS: WAZL, Hazleton, Pa., granted extension temp. auth. operate maximum four hours daily simultaneous daytime with WILM, Wilmington, Del., 1-1-35 to 7-1-35; KLUF, Galveston, Tex., granted extension temp. auth. increase 100 to 250 w 1-1-35 to 7-1-35.

RATIFICATIONS: WBBR, Brooklyn, denied request for extension of time to present evidence re applic. renewal, set for hearing Dec. 3 (action taken Nov. 30); granted request for continuance of Bremer Broadcasting Corp. hearings set for Dec. 5 on renewal and license for CP, to two weeks from Dec. 5 (action taken Dec. 1); hearing on group of applications for 100 w stations in Utah, set for Dec. 11, continued to Jan. 30; petitions filed by KSL, Salt Lake City to intervene in Nos. 2463, 2564, 2565, 2566, 2600, 2612 granted (action taken Dec. 5); W1XBS, Waterbury, Conn., granted extension test period 30 days pending action on license application (action taken Dec. 5); KWKH, Shreveport, La., granted modif. exp. auth. extending to Feb. 1 special antenna arrangement (action taken Dec. 8).

Applications . . .

NOVEMBER 30

WBAL, Baltimore—Voluntary assignment license to American Radio News Corp.

NEW, Howell Broadcasting Co., Inc., Rochester, N. Y.—CP new station 1210 kc 100 w N, 250 w LS unltd.

KYW, Philadelphia—License to cover CP move transmitter to Whitemarsh Twp., Pa., studio Philadelphia.

WPAD, Paducah, Ky.—License to cover CP install new equip., increase from 100 to 250 w D.

WLIT, Philadelphia—Voluntary assign. license to WFIL Broadcasting Co.

WFI, Philadelphia—Voluntary assign. license to WFIL Broadcasting Co.

WGBI, Scranton—CP move transmitter amended to omit this request and asks install new equip., increase from 250 w to 1 kw D & N.

WBHS, Huntsville, Ala.—CP move studio and transmitter to Chattanooga, Tenn., site to be determined, change call letters to WTVA.

WAPI, Birmingham—Modif. license to change from 1140 to 590 kc, power from 5 kw to 1 kw N, 5 kw LS, change hours from simul. with KVOO D, S-KVOO N to unltd.

KTSA, San Antonio—Modif. spec. auth. operate 500 kc 5 kw midnight to 6 a. m. to 4-1-35.

KFRO, Longview, Tex.—Modif. CP change equip., move studio and transmitter to Green St.

NEW, Robert Louis Sanders, Palm Beach, Fla.—CP new station 1420 kc 100 w unltd., transmitter and studio 235 Sunrise Ave.

KFYR, Bismarck, N. D.—Modif. license to increase 2½ to 5 kw D.

WKBF, Indianapolis—Modif. license to increase 500 w to 1 kw N.

WIND, Gary, Ind.—CP change equipment, increase from 1 kw N, 2½ kw LS to 1 kw N, 5 kw LS.

NEW, J. L. Scroggin, St. Joseph, Mo.—CP new station 1500 kc 100 w LS to midnight, amended to change equipment.

KFRU, Columbia, Mo.—Modif. license to increase 500 w to 1 kw D.

W7XBD, Portland, Ore.—Modif. CP erect exp. station 1614, 2398, 3492.5 kc 1 kw to extend completion date to 8-15-35.

NEW, Walter L. Stricker and Chris Larsen, Rock Springs, Wyo.—CP new station 1210 kc 100 w unltd.

KOIN, Portland, Ore.—License to cover CP as modified to change equip., increase from 1 kw to 1 kw N 2½ kw LS.

KDFN, Casper, Wyo.—Modif. license to change 1420 to 630 kc.

APPLICATION RETURNED: NEW, W. L. Gleeson, Sacramento, Cal., CP new station 1490 kc 5 kw unltd. amended to ask D operation (rule 5).

DECEMBER 4

WTIC, Hartford, Conn.—Exp. auth. change from 1060 to 1040 kc, change time from S-WBAL to simul. with KRLD unltd.

WRC, Washington—CP new equip., increase from 500 N, 1 kw D to 1 kw N, 5 kw D, move transmitter.

WJEJ, Hagerstown, Md.—License for CP move transmitter to 16 W. Washington St.

WBCM, Bay City, Mich.—Modif. license to increase 500 w to 1 kw D.

WGH, Newport News, Va.—CP install new equip., increase 100 to 250 w D.

WFDF, Flint, Mich.—CP new equip.

WRAK, Williamsport, Pa.—License for CP as modified, move transmitter to 244 W. 4th St., install equip., increase 100 to 250 w D.

NEW, Educational Radio, Inc., Spartanburg, S. C.—CP new station 1420 kc, 100 w N, 250 w D unltd. amended to 100 w D.

NEW, Leo J. Blanchard, Fredericksburg, Tex.—CP new station 1310 kc 100 w specified hours, amended re equip.

WCAZ, Carthage, Ill.—CP change equip., change 100 to 250 w D, asks facilities WDZ.

WJBC, La Salle, Ill.—CP change equip., move transmitter to Gregory Ave., Normal, Ill., studio to Ill. Wesleyan Univ., Bloomington, Ill.

WDAY, Fargo, N. D.—CP change equip., increase 1 kw N, 2½ kw LS to 1 kw N, 5 kw LS, amended re equip.

KGIX, Las Vegas, Nev.—Modif. CP as modif. to install new equip., increase 100 to 250 w D, change time from specified to 8 a. m.-8 p. m.; modif. CP as modified to extend completion date to 2-2-35.

DECEMBER 6

WAAB, Boston—Modif. license to increase 500 w to 1 kw D.

WABY, Albany, N. Y.—License for CP to move studio and transmitter to 110 N. Pearl St.

WCNW, Brooklyn—License to cover CP as modified to move transmitter and studio locally and extend commencement and completion dates.

W8XAI, Rochester, N. Y.—License for CP new exp. station 31100, 34600, 37600, 40600 kc 100 w.

NEW, Hartford Broadcasting Co., Inc., Hartford, Conn.—CP new station 1200 kc 100 w unltd.

WOR, Newark—Modif. CP as modified to extend completion to 2-16-35.

WQAM, Miami, Fla.—License for CP to move transmitter and aux. transmitter to NE. 14th St. & Biscayne Bay and install new equip.

WHEF, Kosciusko, Miss.—Special exp. auth. increase 100 to 250 w N 1-1-35.

WPTF, Raleigh, N. C.—License for CP as modified to extend commencement and completion dates.

KTUL, Tulsa, Okla.—Modif. license increase from 250 w N, 500 w D to 1 kw.

NEW, Nashville Broadcasting Corp., Nashville—CP new station 1370 kc 100 w unltd.

KWTN, Watertown, S. D.—Modif. CP as modified to extend completion date to 1-1-35.

KFJM, Grand Forks, N. D.—Extension exp. auth. to operate 250 w LS to 7-1-35.

NEW, KGBX, Inc., Sedalia, Mo.—CP new station 1210 kc 100 w N, 250 w LS unltd., amended to 100 w D and change equip.

NEW, Mississippi Valley Broadcasting Co., Inc., Hannibal, Mo.—CP new station 1310 kc 100 w N, 250 w LS unltd., amended to 100 w D and change equip.

APPLICATION RETURNED: KIT, Yakima, Wash., CP change equip., increase 100 to 250 w D (request of applicant).

DECEMBER 8

NEW, Clarence Wheeler, Rochester, N. Y.—CP new station 1210 kc 100 w D.

WFBR, Baltimore—Modif. license to increase from 500 w to 1 kw.

NEW, Cumberland Broadcasting Co., Inc., Portland, Me.—CP new station 1210 kc 100 w unltd.

NEW, Worcester Broadcasting Co., Inc., Worcester, Mass.—CP new station 1200 kc 100 w unltd.

WHJB, Greensburg, Pa.—License for CP as modified, amended re equip.

WRGA, Rome, Ga.—CP change equip., increase from 100 w to 250 w LS, 100 w N.

NEW, John Brown University, W. Siloam Springs, Ark. — CP new station 1500 kc 250 w LS, 100 w N unltd.

WWAE, Hammond, Ind. — License for CP new equip.

WBBM, Chicago—Extension exp. auth. synchronize with KFAB from KFAB LS to midnight to 8-1-35.

KXA, Seattle—Extension exp. auth. operate simultaneously with WJZ LS to 10 p. m. PST, 250 w to 8-1-35.

KGFJ, Los Angeles—CP change equip., increase from 100 to 250 w midnight to 6 a. m.

NEW, Southwestern Broadcasting Co., San Diego, Cal.—CP new station 1210 kc 100 w unltd.

DECEMBER 13

WBAL, Baltimore—Request for consent to transfer control of corporation.

NEW, Brothers & England, Mansfield, O.—CP new station 1370 kc 100 w unltd., studio at Main St. & Park Ave.

NEW, Broadcasters of Penna., Inc., Erie, Pa.—CP new station 1420 kc 100 w to 250 w LS unltd., studio 925 Peach St., amended re equip. and transmitter site.

WHBC, Canton, O. — CP install new equip. and increase 100 to 250 w D.

WGBI, Scranton, Pa.—CP install new equip., increase 250 w to 1 kw.

WBTM, Danville, Va.—License to cover CP increase power and change equip.

NEW, I. J. & J. Kohn, Nashville, Tenn. —CP new station 1370 kc 100 w unltd.

NEW, E. F. House & Clyde Miller, Big Springs Broadcasting Co., Big Springs, Tex.—CP new station 1210 kc 100 w unltd., studio and transmitter at Crawford Hotel.

WMAZ, Macon, Ga.—Modif. CP as modified to change antenna.

Universal Advertising Agency, Laredo, Tex. — Authority to transmit sustaining programs to all stations of Mexico.

WIOD, Miami, Fla.—Requests consent to transfer control of corporation.

WTCN, Minneapolis—CP change equip., increase from 1 kw to 1 kw 5 kw LS.

WIBA, Madison, Wis.—Modif. license to increase from 500 w to 1 kw LS, extension spec. auth. to operate 1 kw N to 2-1-35.

NEW, D. A. Gibbs, Jr., & E. H. Shemorry, d/b as KWIL Broadcasting Co., Williston, N. D.—CP new station 1500 kc 100 w D specified hours, amended re equip., power to 100 w D & N, studio in Transmitter Bldg.

KFXJ, Grand Junction, Colo.—License to cover CP to change equip., increase power.

Spread of French Propaganda Over Radio Is Alleged

Elisha Hanson Charges France Is Subsidizing News Service

ALLEGATIONS that a French government subsidized news agency, through arrangements with an "American group," is spreading propaganda in this country through broadcasting stations, were made Dec. 12 by Elisha Hanson, Washington counsel for the American Newspaper Publishers Association, in an address over the NBC-WJZ network.

Discussing the broadcasting of radio news and the status of the Press-Radio Bureau, created by the ANPA to provide news flashes for stations on a non-commercial basis, Mr. Hanson attacked the French radio news arrangement, and declared that if an agency subsidized by one European government can make such an arrangement, those serving other dictators might do the same.

He asserted that it was his view that the provision in the Communications Act specifying that broadcast facilities must be owned and operated by American citizens could effectively bar this procedure. "In my opinion," he asserted, "what cannot be done directly should not be done indirectly."

Praise for Bureau

"IF THE FRENCH, the Italian, the Russian, the German, or any government wants to buy time on the air to send its message to the American people, assume responsibility for that message, and announce that responsibility, that is a matter of policy for radio stations and our government to decide. But for any group to attempt to use a radio press service for propaganda or commercial purposes in the United States is unthinkable under our theory of government and liberty."

Mr. Hanson lauded the Press-Radio Bureau, created a year ago to utilize news reports of the four American press associations. These organizations are not subject "to the orders of any dictator," he said. "They need pay no attention to his whims or his desires. They are free to and do gather actual, factural news." The two nation-wide networks and more than 200 independent stations utilize the Press-Radio Bureau, he declared. This service, he asserted, has been placed at the disposal of radio stations with only one condition, namely, that "this news must not be prostituted by any form of commercialism."

Precautions Taken

MR. HANSON'S allegations evoked comment from Herbert Moore, president of Trans-Radio Press Service, Inc., the major independent radio press association. "We are in hearty accord with the stand of the ANPA as expressed by Mr. Hanson," he declared.

"From the start we have been taking adequate steps to prevent foreign propaganda from getting into our news report. We have American-born and American-trained newspapermen in the principal capitals of the world. In addition we buy supplementary foreign service from three foreign agencies. These are Central News of London, Havas of France, and Reuter's of England. These agencies are the same agencies from which the American press associations, including all four of them, buy their supplemental news.

"That foreign news is filtered and selected by us in the very same way as the AP and UP. We have been in operation the better part of a year, and we have never received a single protest from any radio station client or listener that our news was biased or anti-American or slanted in favor of any foreign nation. The same ideals that govern honesty in news that have been laid down by the press associations are being constantly pursued by us."

Examiner's Report . . .

KFEQ, St. Joseph, Mo.—Examiner Hill recommended (1-13) that application for renewal of license be granted.

WAVE Sues FCC

WAVE, Louisville, on Dec. 13 filed in the Supreme Court of the District of Columbia a petition for an injunction to restrain the FCC from holding a hearing on the application of the O. K. Broadcasting Co. for a new local station in Louisville. The FCC previously had denied a motion of WAVE to intervene in the hearing. The petition was filed by P. M. Segal and George S. Smith, WAVE counsel and is similar to a petition filed in the same court in behalf of WREN, Lawrence, Kan., a few weeks ago.

K-A-X

Patent Pending

KEAR ANTENNA EXCITATION SYSTEM

Used on new Airways Radio Range Beacon Stations
Recent K-A-X installations

WKRC, WORC, WPEN, WPRO, WORK, W1XBS

A SYSTEM WHICH WILL:

Reduce **interfering signals with neighboring stations on same channel.**

Increase **service area in non-interfering zones.**

Designed, constructed and installed to meet your requirements.

WASHINGTON INSTITUTE OF TECHNOLOGY
McLachlen Building **Washington, D. C.**

FEDERAL TELEGRAPH CO.
RADIO TUBES FAMED FOR PERFORMANCE

LONG LIFE • UNIFORM CHARACTERISTICS
Made under Federal Telegraph Company-Owned Patents

● F-357A, half wave rectifier illustrated above, represents just one of a long line of Federal Telegraph Co. Radio Tubes *"Famed for Performance"* throughout the world. Federal Telegraph Co. engineers have greatly improved this type of mercury vapor tube by shielding it. In F-357A the arc is confined within the shield which reduces bulb blackening and materially reduces the tendency to arc back. A special filament core material insures permanency of the oxide coating and prevents flaking. Write for catalog.

Federal Telegraph Company, a Mackay Radio subsidiary, maintains a tube service organization that really wants to serve you.

FEDERAL TELEGRAPH COMPANY, 200 Mt. Pleasant Avenue, Newark, N. J.

A Tiny Tenor

CHAPPEL BROS,. Rockford, Ill. (Ken-L-Ration) will give Little Jackie Heller, 61-inch tenor, his first sponsored evening program when the company goes on a 19-station NBC-WJZ network at 10 p. m., Jan. 14. Aged 26, he has been a newsboy, boxer, jockey and entertainer. Eddie Cantor coached him in his present style of singing.

PROFESSIONAL DIRECTORY

JANSKY & BAILEY
An Organization of
Qualified Radio Engineers
Dedicated to the
SERVICE OF BROADCASTING
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Synchronization Equipment Design. Field Strength and Station Location Surveys
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PAUL GODLEY
and Associates
Radio Engineers
Montclair, N. J.
Phone Montclair 2-7859

The Other Fellow's Viewpoint . . .

Self-Promotion

To the Editor of BROADCASTING:

We talk about advertising opening the way for the salesman, whether he is selling the dealer to stock the product of his company or whether he is the salesman behind the counter selling the consumer.

We agree that advertising brings a certain prestige to a product and that the purchaser has more confidence in an advertised brand. We do all these things, and yet, many stations selling advertising take it for granted that they do not have to advertise.

It is just as important for radio stations to make themselves "name conscious" and tell a story of their own particular market to prospective advertisers hundreds of miles away, on how they perform a definite service in that market so that prospective advertisers will learn there really is a market that they have overlooked.

Selling the facilities of a station requires more than the actual contacts made by the radio station representative if the job is to be done well, just like any other selling job.

If the representative has to go in cold time after time without any assistance or background created through advertising by the station, much of his sales talk about "Results and Listener Interest" is discounted as "High Pressure." Like the old expression, "A picture is worth a thousand words" applies in selling radio station facilities. Actual results many times seem unbelievable and exaggerated unless some actual proof as a testimonial letter by the advertiser is produced. But oft times these letters are not always available.

Many radio stations have already begun to realize that it is part of their life blood and their continued success in the radio business to practice what they preach . . . to advertise themselves.

EUGENE R. TANZ,
Cox & Tanz, Station Representatives, Philadelphia.

Ruling of Canadian Body Limits Mining Programs

PROGRAMS relating to the mining industry have been restricted by order of the Canadian Radio Broadcasting Commission. All that is allowed on such broadcasts is a statement of market quotations, with comment as to prospects or resources of properties forbidden.

According to Department of Commerce reports from Ottawa, the action was taken following complaints that programs with advice on mining shares had been used to develop "sucker" lists.

The order of the RBC reads: "In view of public complaints the Canadian Radio Broadcasting Commission has decided that all broadcasts relating to the mining industry in any of its forms shall be confined exclusively to market quotations giving the value of shares from day to day or week to week, as the case may be. All commentaries as to the prospects of individual mining properties or the alleged resources which lie back of them and all efforts of any kind to advertise such shares by means of radio broadcasting are hereby forbidden. This order shall go into effect immediately on the receipt of this communication."

FOR THE FIRST time in the radio history of Syracuse, N. Y., live talent was combined with recordings Dec. 5, over WFBL, when Jack Buckland, local singer, sang several numbers to the accompaniment of transcriptions. Audience reaction was favorable.

CLASSIFIED ADVERTISEMENTS

Classified advertisements in BROADCASTING cost 7c per word for each insertion. Cash must accompany order.

Forms close 28th and 13th of month preceding issue.

Help Wanted

A good radio salesman to sell locally wanted. Regional station located in a town of 70,000 with 400,000 in primary area. Give complete experience record and references and volume of business produced by last station. Box 253, BROADCASTING.

Three-quarter time regional station desires commercial manager, also chief announcer to head Program Department. State qualifications and references. Box 260 BROADCASTING.

Situations Wanted

University man (Northwestern and North Carolina) desires permanent advertising connection, preferably agency or radio. Has had research, copy, layout, and selling experience in advertising agencies. Also three years' newspaper training. Age 24. Single. Good personality. Salary not as important as opportunity with high-grade agency or station organization. Excellent references. Box 257, BROADCASTING.

Broadcast engineer/operator. Now employed as chief engineer American Tropical station. Desire return States. Any broadcast capacity. 12 years' experience 100 watt to 150 kw. stations. Conversant everything pertaining broadcasting. College graduate. Possess first-radiotelegraph and first-radiotelephone licenses. Excellent references. Competent. American. Married. Available immediately. Box 256, BROADCASTING.

Newspaperman who worked way up from county weekly to Washington correspondent. Familiar with all kinds radio writing. Has successful publicity campaigns to credit. Has got what it takes to put publicity over. Wants radio station connection. Box 247, BROADCASTING.

Engineer—B. S. Degree in Electrical Engineering. 12 years experience in broadcast station construction, installation, operation and maintenance. Best references. Available on short notice. Box 258 BROADCASTING.

Experienced, progressive radio executive seeks management of station definitely needing aggressive commercial and program development. Fine references. Now employed. Box 259, BROADCASTING.

Announcer - Program Manager. Experienced announcer, continuity writer, salesman. Thoroughly familiar with small station and network production. Box 255 BROADCASTING.

Wanted to Buy

50-watt transmitter, complete with speech input equipment; a 250-watt transmitter complete with speech input equipment. Must be in first class condition and the price reasonable. Write Box 254 BROADCASTING Magazine.

ROSENBAUM'S
One of Pittsburgh's Largest Department Stores
On KQV
15 MINUTES DAILY
52 WEEKS A YEAR!

You MUST pay attention to KQV in Pittsburgh!

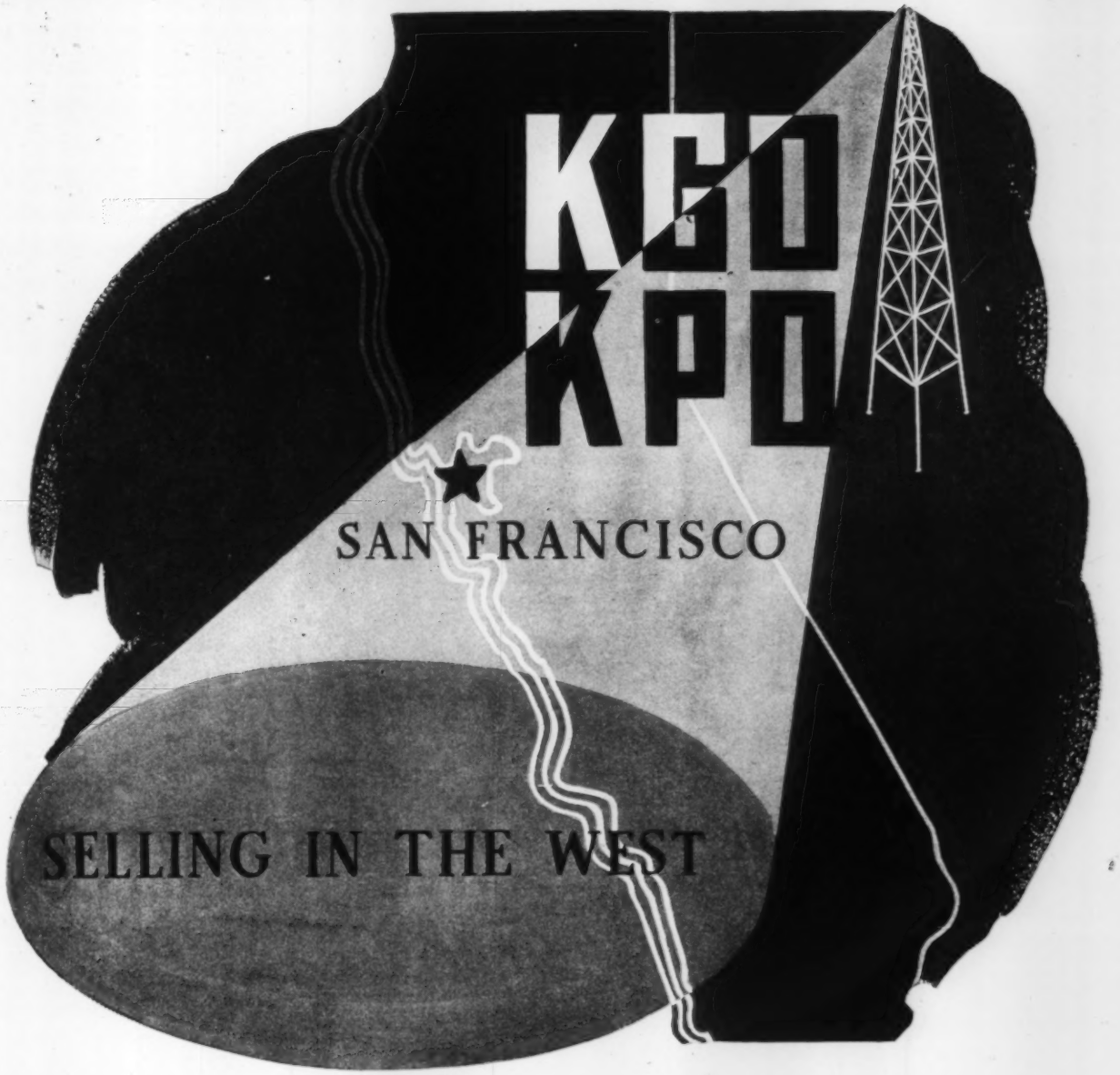
KQV carries more Department Store business, more local business in all lines, than ALL OTHER PITTSBURGH CHAIN STATIONS PUT TOGETHER!

KQV MUST be good to have this overwhelming acceptance of local advertisers who KNOW the local situation!

500 Watts
Day and Night
KQV
PITTSBURGH

Member American Broadcasting System
CHAMBER OF COMMERCE BLDG. PITTSBURGH, PA.

RCA
FREQUENCY MEASURING SERVICE
Many stations find this exact measuring service of great value for routine observation of transmitter performance and for accurately calibrating their own monitors.
MEASUREMENTS WHEN YOU NEED THEM MOST
R. C. A. COMMUNICATIONS, Inc.
Commercial Department
A RADIO CORPORATION OF AMERICA SUBSIDIARY
66 BROAD STREET NEW YORK, N. Y.



Since the days of the forty-niners, the West Coast has been a market of rich opportunity for advertisers. And San Francisco has always been one of its most important units. Today through the medium of daytime or evening hours on KGO and KPO, two of NBC's outstanding stations, local and national advertisers are securing excellent results in this market at low cost. ¶ "Selling In The West" is the title of a new book published by NBC. It's packed with pertinent information for every West Coast advertiser. Send for your copy today.

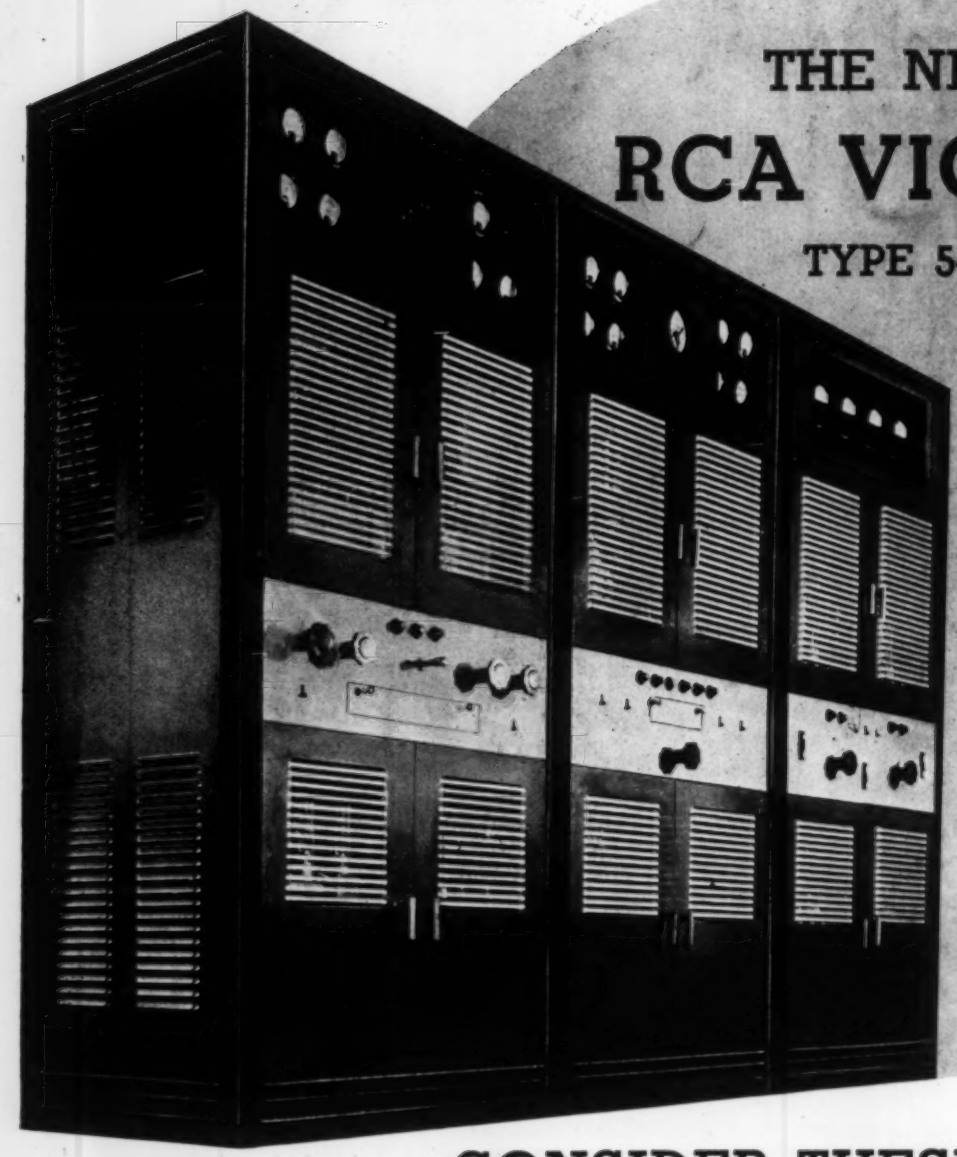
NATIONAL BROADCASTING COMPANY, INC.

A RADIO CORPORATION OF AMERICA SUBSIDIARY

NEW YORK ★ WASHINGTON ★ CHICAGO ★ SAN FRANCISCO

WEAF & WJZ | WRC & WMAL | WMAQ & WENR | KPO, KGO & KYA

SALES REPRESENTATIVES AT: BOSTON—WBZ • SPRINGFIELD, MASS.—WBZA • SCHENECTADY—WGY
PITTSBURGH—KDKA • CLEVELAND—WTAM • DENVER—KOA • PORTLAND, ORE.—KEX • SPOKANE—KGA • SEATTLE—KJR



THE NEW RCA VICTOR TYPE 5-C High Fidelity 5 KW BROADCAST TRANSMITTER

CONSIDER THESE FEATURES

1. All A. C. operation (no rotating machines).
2. No wood insulation; no rubber water tubing.
3. No fuses (automatic overload breakers).
4. Automatic, semi-automatic or manual operation as desired.
5. Self-cooling rectifier tubes.
6. Automatic line voltage regulator.
7. Wide volume range.
8. Attractive exterior design for "Station Display" by John Vassos, the nationally famous expert on engineering art.
9. At 100% modulation, total RMS audio harmonics balanced out to less than 4%.
10. HIGH FIDELITY COMBINED WITH HIGH EFFICIENCY.

TOMORROW'S TRANSMITTER—AVAILABLE TODAY

RCA Victor Company, Inc.

ENGINEERING PRODUCTS DIVISION, CAMDEN, N. J.

NEW YORK: 153 E. 24th St. CHICAGO: 111 N. Canal St. ATLANTA: 144 Walton St., N. W.
DALLAS: Santa Fe Building SAN FRANCISCO: 235 Montgomery St.

RCA VICTOR, ONE UNIT OF RADIO CORPORATION OF AMERICA ... THE WORLD'S LARGEST RADIO ORGANIZATION. OTHER UNITS: NATIONAL BROADCASTING CO., INC. . . R. C. A. COMMUNICATIONS, INC. . . . RCA RADIOTRON . . RADIOMARINE CORPORATION OF AMERICA

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